

AMERICAN

CATTLE PRODUCER

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IN THIS ISSUE: UNIVERSITY OF MICHIGAN CATTLE COUNT
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• THE CATTLEMAN'S BUSINESS MAGAZINE



MARCH
1956

Angus fat steers dress out MORE QUALITY BEEF!



Angus produce superior carcasses

Better beef-making qualities are bred into Angus. Carcasses are short, thick, and meaty . . . exceptionally well marbled . . . and have a smooth, even covering of firm fat throughout. Because of this inherent ability of Angus to produce a maximum amount of prime beef with a minimum amount of waste, packers pay more for Angus fat steers.

Angus dressing percentages are higher

averaging 1 to 4% more salable beef than the other major beef breeds. What's more, Angus produce the kind of beef *housewives demand and pay more for . . . well-marbled and tender without too much fat and waste.* These are two of the reasons why Angus won all Grand Championship honors in interbreed contests at the 1955 International.

Angus fat steers bring \$2-\$3 more per cwt.

Not only did Angus win the Grand Champion Carlot honors at the International, but Angus steers brought more money, too. For example, 46 loads of Angus averaged \$28.26 per cwt. . . . 21 loads of Breed A averaged \$26.36 . . . 9 loads of Breed B averaged \$25.03 . . . and one load of a new southern breed brought \$22.00 per cwt. This price spread is frequently repeated in major markets, which is the main reason why *it will pay you to breed and feed Angus.*

**American Aberdeen-Angus Breeders' Association
Chicago 9, Illinois**

96% of all grand champion carcasses

in the International's 55 year history have been Angus. In 1955, 19 out of 20 prizes in the interbreed carcass contest were won by Angus steers . . . proof, again, that Angus consistently produce a superior carcass.

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SAVE CALVES from INFECTIOUS CALF SCOURS

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2¢ per head.

FRANKLIN TUBE DEHORNERS
easily removes small horns with but slight wound.

Franklin offers the largest line of Dehorners and Dehorning dressings.

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Congeals the Blood Repels Flies

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RODUCER
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MARCH, 1956

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RODUCER

A new record slaughter and meat production in 1956 seems indicated by the Jan. 1 inventory of meat animals on farms. The Agricultural Marketing Service index of meat animal numbers was up 2 per cent from a year ago. Cattle and calves on farms and ranches reached a new high of 97.5 million head, up 1 per cent or 873,000 from last year, but a study of recent government figures on breeding animals indicates a decline in numbers may be in the offing. Beef cows set a new record, but their increase during 1955 was comparatively small and if taken together with one- to two-year-old heifers the beef breeding herd shows a net reduction of some 122,000 head—first since 1949.

The number of hogs on farms was up 9 per cent, largely due to an increase in the fall pig crop. Sheep and lamb numbers were down 473,000 head, or 1 per cent—the fourth year of relatively little change. The decline was largely in numbers on feed.

Cattle slaughter in 1956 will likely include more steers and heifers off ranges and pastures than last year. Total cattle slaughter will likely exceed that of 1955.

Heavy marketings of fed cattle so far this year have held total cattle slaughter above a year earlier. Number of steers marketed at seven leading markets in January and early February was over one-fourth larger than a year earlier. However, number of cattle and calves on feed Jan. 1 was up only 1 per cent from January 1955, and replacements since that time appear to have been below a year ago.

In view of these trends, fed cattle slaughter in months ahead could drop back to the level of last year. Relatively steady or slightly higher fed cattle prices are likely this spring—particularly for the upper grades—in contrast with a decline last year. A seasonal price increase for better grades this fall would widen the price spread between grades.

Shipments of cattle and calves into the Corn Belt during January—249,000 head—fell 15 per cent below last year's record-shattering January feedlot replacements of 294,000. However, it was still 20 to 29 per cent above January inshipments of 1954, 1953, and 1951, and about 77 per cent above low shipments in 1952 and 1950.

Hog marketings are expected to show a small increase in 1956 over a year earlier, with a considerable gain in the first half of the year partially offset by a reduction in the last half. On January 1 there were 12 per cent more pigs under six months old on farms than a year ago. Marketings in the last half will come largely from the year's spring pig crop for which farmers planned a 2 per cent reduction.

Hog prices moved up in late January, largely in response to smaller receipts, but by mid-February had lost part of the advance. Seasonally increasing supplies of 1955 fall pigs will likely limit price rises this spring. This summer, when marketings are again seasonally low, hog prices should recover substantially.

Sheep and lamb inventories have been relatively stable during the past four years. Lamb and mutton production in 1956 is expected to be little different from 1955, but it could be down sharply if producers should start rebuilding flocks during the year. Sheep and lamb on feed, down 8 per cent at the beginning of the year, point to correspondingly smaller fed lamb slaughter this winter and spring. Seasonal price increases for lambs this spring will be limited by ample market supplies of other meat animals.

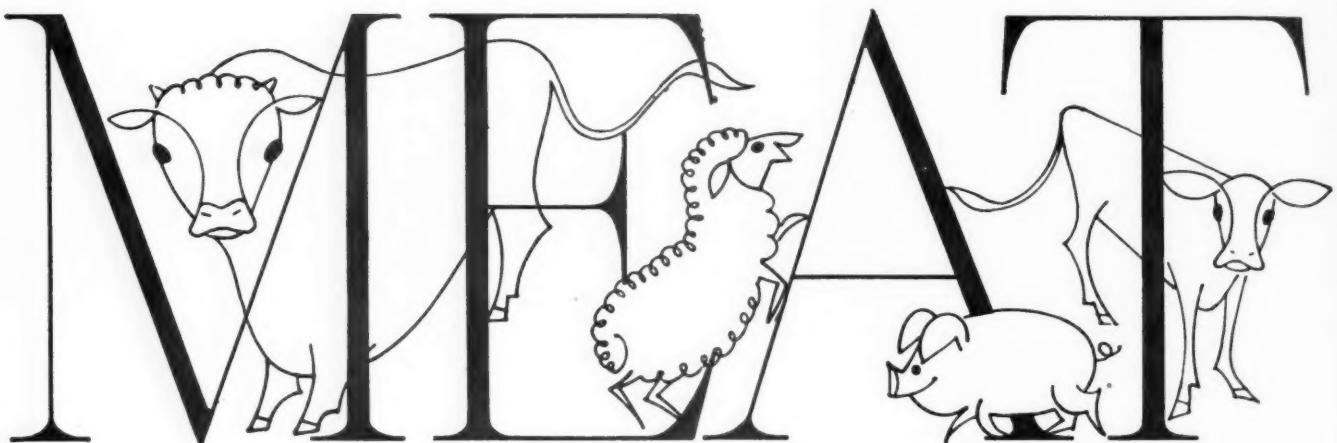
Domestic demand for food and other farm products continues high, says the AMS. Consumer incomes, after taxes, in the final quarter of 1955 were 7 per cent above a year earlier. Sales of food rose as consumers continued to spend nearly a fourth of their income for food.

Marketing margin for distributing and processing food averaged higher, and the farmer's share of the retail food cost was estimated at 38 per cent in December, compared with 42 per cent a year earlier. Exports of farm products in the last half of 1955 exceeded those of the previous year as a substantial decline for cotton was offset by increases in all other commodity classes.

Of the consumer's dollar spent for choice beef (much of it fresh), 62 cents was returned to producers of cattle, according to the American Meat Institute.

Current trends suggest that economic activity is leveling off. Business investments outlays and government expenditures are increasing. However, there has been some decline in residential building, and in passenger car sales. Industrial production and employment have held relatively steady in recent months and upward pressure on prices of raw materials appears to have eased.

NEW PRODUCTS HELP BOOST DEMAND FOR



Swift sells for you by developing the easy-to-use foods consumers want

Swift is turning out dozens of products with *built-in convenience* . . . on which most of the "get-ready" work is done before they reach the home. Products like these:

... Beef, lamb, pork and veal, closely trimmed and *boneless*, *quick-frozen* and *pre-packaged* in easy-to-store cartons—now being sales-tested.

... Pork loins, shoulders and hams with a *new lean trim*—the way consumers want them.

... Hams that are *skinless*, *boneless* and *fully cooked*—ready to heat and serve.

... *Brown 'N Serve sausage*—from package to plate in no more time than it takes to fry an egg.

... Hamburgers, franks, sandwich steaks and other meats *in cans*—all set to go with just a brief stop on the stove.

... Luncheon and sandwich meats, dozens of them—attractively packaged, *made-to-order for quick meals*.

These handy products—and many others produced by Swift—are added incentives to the busy homemaker to *buy more meat*.

Today's consumer wants "convenience" products that save time and work.

It's easy to see why: More than one-fourth of married women have jobs outside the home; millions more are busier than ever with club work and similar activities; all want more free time away from the kitchen. So most homemakers want someone else to handle such tasks as squeezing oranges, mixing cakes and pre-cooking sausage.

Progressive food processors work constantly to give Mrs. Homemaker exactly what she wants. The result is keen competition between *all food products* . . . each seeking a bigger share of the consumer's food budget. If meat—your product and ours—is to hold its own, meat packers must always be on the alert to develop new products . . . to provide a broader outlet for your livestock.



Tom Glaze

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'One-Day Market' Squeeze

THE PUBLICITY given recently to the costly effect of poorly distributed shipments to the central markets is not new. It has persisted in greater or lesser degree practically from the very beginning of those markets.

In view of the tremendous expense to shippers (producers and feeders alike) of crowding the bulk of the week's receipts on the market often in a single day or at most two days, it would seem that the time has come when livestock associations, farm organizations and everyone interested should take a hand and see if there is not some reasonably practical solution to the matter.

The writer's experience goes back almost 50 years. I made several trips to Chicago with fat cattle from eastern Nebraska prior to 1910, and many trips later. I recall all too well the first quick look at the blackboard after arrival to see what the chance was for a reasonably good market. I remember one occasion when there were 38,000 cattle in Chicago on a Monday, and you did not need to inquire how the market was going to be.

The first speech I ever made to a livestock audience several years before I became secretary of the American National in 1929 was on the violent and apparently unnecessary fluctuations in the livestock markets. But while much has been said on the subject since that time, very little has been done.

During World War I when the railroad administration was in power, there was a zoning order put into effect, at least covering the Chicago market, and it practically established a four-day market. Certain territories in eastern Nebraska and parts of Iowa could load for the Monday and Wednesday markets, and other places for the Tuesday and Thursday markets.

Unfortunately, very soon after the war was over in 1918, the shippers themselves busted up this arrangement, each individual convinced that he would fare better on the day that his territory was not permitted to reach the market.

The Market News Bulletin issued by the Agricultural Marketing Service here in Denver on Thursday, Feb. 9, gives a real close-up of this problem. I quote from "Weekly Summary":

"Grained prices this week fluctuated sharply according to volume of receipts. Bulk of the supply had to sell at a new season low, since the great majority were offered early in the week when maximum declines developed. In fact, nearly 80 per cent of the entire grained supply was here on Monday. Subsequent price recovery on Wednesday and Thursday was rather sharp but only represented a small volume. Compared with the low close last week, fed steers finished steady to 50 cents lower. However, at the low time early in the week, numerous sales were 50 cents to \$1 lower, and when compared to early last week the trend was \$1-1.50 down, with extremes as much as \$2 off. Fluctuations in heifer prices were somewhat similar, sharp recoveries late bringing prices fully steady with last week's low close, with instances even 25 cents higher. However, early in the week numerous sales were 50 cents to \$1 lower and as much as \$1-1.50 under early last week. Further sharp declines in Choice grade beef at eastern points were a depressing influence."

The above quotation tells the story that has been repeated time and time again: Sharp declines early in the week, slow recovery on lighter receipts the remainder of the week, often leading to the statement that "the market is closing fully steady with a week earlier," when actually the bulk of the cattle may have sold at least 25 to 50 cents per hundred lower.

These wide price fluctuations on the hoof are seldom immediately reflected in the price of beef either at the wholesale or retail level. That has long been a major source of complaint on the part of the shippers who take these tremendous price declines.

On the face of it, it would appear that the packers are the beneficiaries of this feast and famine situation, but it should be stated that the packers themselves often time's are reluctant to buy the heavy runs the first of the week, and have difficulty maintaining an even balance for their killing crews throughout the whole period.

No simple remedy appears ready to hand. Undoubtedly better support of the market during the whole week would gradually build confidence on the part of shippers and eventually a better distribution should result. Traditionally independent, however, shippers are loathe to accept any compulsory system that would prevent them from shipping when and as they desire. They know now for certain the ill effects of poor distribution. Perhaps it is an opportune time to endeavor to work something out.

As suggested above, if the best heads in the industry all the way from the producer and feeder to the packer would get together and have a frank discussion of the problem, some good might result. It is worth a try.—F. E. Mollin.

Hide-Shoe Spread

ONE COMMODITY that seems always to get the short end of the deal is hides.

Today hide and skin prices (using 1947-49 as the base for our figures) stand at 61.1. Leather is 88.4. Wholesale shoes are 115.4. We do not know how high the retail figure is, but it's plenty.

And yet the tanners complained bitterly when Secretary of Agriculture Benson acted to assure that hides bought with foreign aid funds donated by the United States should be bought in the domestic market. The secretary did this by declaring hides a surplus commodity.

Apparently the shoe and leather people are so accustomed to a disproportionate spread for their benefit that even this small and eminently fair break for hides is strenuously opposed.

Back in the September 1919 Producer, we read that a Federal Trade Commission inquiry found wholesale and retail shoe and other leather prices way out of line with the raw hide prices.

Among ways to correct the situation the report suggested this: "Adoption of a device in the distribution of shoes that will acquaint the consumer with the selling prices of the manufacturer."

These words are still appropriate—and we would also like to see the consumer acquainted with the selling price of hides and skins.

The 'National' At Work

Officers of the American National Cattlemen's Association are on a busy schedule these days. Through February and March into early April their activities shape up as follows.

* * *

The legislative committee spent a week in late February conferring with congressmen and Secretary of Agriculture Benson and Secretary of Interior McKay. While a number of problems were taken up, an important purpose was to urge that diverted acres under the soil bank plan would not be used for grazing of cattle to swell already burdensome numbers. At New Orleans, the association accepted the soil bank plan as giving promise of working down huge subsidy-induced surplus crops but with the proviso that grazing would not be permitted on the new grass. Secretary Benson so assured the cattlemen.

* * *

The committee included Don Collins, Colo.; First Vice-President G. R. Milburn, chairman, Mont.; W. D. Farr, Colo.; Louie Horrell, Ariz.; Robert Lister, Ore.; Cushman Radebaugh, Fla.; J. G. Montague, counsel, Tex., and Stephen Hart, counsel, Denver, and Executive Secretary Rad Hall, Denver.

* * *

The group asked the government that in its beef buying arrangement with Israel it concentrate purchases on heavy beef to fill this order which is equivalent to 50,000 cattle. The committee also continued the American National's long-standing campaign to step up beef buying for military, school-lunch and foreign aid.

* * *

President Collins' other activities included speaking at the Tennessee Livestock Association and the Louisiana Cattlemen's Association meetings in mid-February; attending a meeting of the T-Bone Club at Greeley, Colorado, and the annual meeting of the Cattlemen's Association of Morgan and Associated Counties at Fort Morgan, Colorado; speaking at the Kansas Livestock Association meeting in Wichita, March 9-10, and he is scheduled to talk at the Texas and Southwestern Cattle Raisers Association 79th annual meeting Mar. 13-14, Fort Worth, and at the New Mexico Cattle Growers Association meeting in Albuquerque, Mar. 27-28.

* * *

Executive Secretary Rad Hall attended the Livestock Conservation meeting and National Meat Promotion Committee meeting, both in Chicago in mid-February; sat in at the meeting of the National Brucellosis Committee in Chicago in mid-February, and is scheduled to speak at the

Idaho Cattlemen's Association convention, Pocatello, Mar. 22-23.

* * *

Public Relations Director Lyle Liggett was a speaker at the Arizona Cattle Feeders Association in Phoenix in early February and at the Utah Cattlemen's Association meeting in Salt Lake City in mid-February. He attended the annual meeting of the American Beef Cattle Performance Registry Association in Denver and spoke at the Corn Belt Feeders meeting in Sioux City, Iowa, in late February. He is scheduled as a panelist at the National Hereford Congress, Tucson, Ariz., Apr. 4-6.

* * *

Field Representative Russell Thorp, working in the Louisiana area, spoke at the Madison Parish Cattlemen's Association meeting in Tallulah, February 20. . . . Tom Arnold, chairman of the American National's sanitary committee, represented the association at the National Brucellosis Committee meeting in Chicago in February.

The Public . . . And You BY LYLE LIGGETT

IN ANY ENDEAVOR, IT IS GOOD to reflect frequently on the basic principles behind it. This is doubly important for public relations which is too broad a field for hasty definition. We are indebted to Claude W. Gifford, associate editor, "Farm Journal," for this excellent review of what public relations is—and is not.

"Good public relations is not hoodwinking the public by covering up or coloring the truth. It is not hauling out the airwick to perfume the living room while the onions fry in the kitchen.

"Good public relations for business or agriculture consists of doing right and telling people about it.

"Agriculture has two important, worthwhile things to sell with a public relations program: good farm products and good will.

"When you sell one you often sell the other.

"I do not interpret good will to mean that we are in search of sympathy; rather, we are in search of understanding.

"There is nothing that will destroy agriculture faster than to go to the public with a black band on our arm or a cup in our hand. It will destroy the respect the public has for us; it will shackle us with uneconomic 'sympathy' legislation; it will destroy our independence and dull our own resourcefulness and drive.

"Let's tell everyone in unmistakable terms that we ask for a neighborly exchange of help, not a handout; that we seek better public understanding, not a rich uncle; and that we aspire to sell good food and simple facts, not a fable.

"We must recognize that the public doesn't understand farming and ranch-

ing, it is getting more and more doubtful about farmers, and it is being misled by others.

"We must tell the agricultural story in terms of the other man's interests through channels with which they are familiar and in a language they understand. We must be prepared to spend money to do a good job because this is an age of specialized pressure in which everyone must compete for attention before the competition of ideas begins. Until we can hire the 'soapbox,' our ideas are worthless.

"We must work with other groups, we must understand our own problems and we must become acquainted with the problems of other groups and help them establish a healthy economic climate. Farmers must be interested in helping business, industry and labor prosper, and they must be always conscious that farmers are first, and always, citizens of a nation of many groups and many ideas and objectives.

"But most important of all, as individuals, we can do the most effective kind of public relations there is—personal contact. If WE are well-informed on farm problems, we can cement farmers' relations in our every-day contacts. We can encourage other farmers to do more public relations work, we can help groups to which we belong arrange public relations programs, and we can get up the money so that agriculture can indeed hire the 'soapbox' to 'sell' our good farm products and our good will."



The National Beef Council honored Ernest Borgnine, star of the award-winning motion picture "Marty," with a citation for his "sympathetic and dignified portrayal of the retail butcher." The scroll was presented in New York by Forest Noel, executive director of the Beef Council, who said the citation was the beef industry's recognition and appreciation of the "masterful part Mr. Borgnine has played in glorifying the American meat market."

Cattle Count and Analysis

THE NUMBER OF CATTLE AND calves on farms and ranches Jan. 1, 1956, is estimated by the USDA at 97,465,000 head—a new all-time high. This is about 1 per cent, or 873,000 above the previous record a year earlier and about 16 per cent more than the 1945-54 average of 84,040,000 head.

Cattle numbers have increased each year since 1949 but the percentage rate of increase during 1955 was less than for any of the seven years. Only two regions, the North Atlantic and South Atlantic, showed decreases from 1955. All other regions showed small increases, with the largest regional increase of only 2 per cent in each of the East North Central and Western regions.

Total inventory value of all cattle and calves at \$8.6 billion was slightly above a year earlier but 13 per cent less than the 10-year average.

Preliminary indications are that the 1955 calf crop was the largest of record. The pig crop was the largest since 1951.

Cattle feeding activity started out on a very high level at the beginning of 1955 and stayed high throughout the year. However, declining fed cattle prices checked feeding activity toward the end of the year, resulting in a sharp cutback in feedlot replacements during the last quarter of 1955. Indications are that livestock and poultry production will continue at a high level in 1956. Intentions for spring farrowing are down 2 per cent but there were 9 per cent more hogs on farms Jan. 1. The number of cows and heifers on farms is about equal to the previous year, promising another large calf crop.

The record number of beef cattle indicates beef production will be high again in 1956.

Although the aggregate number of livestock and poultry on farms was slightly larger, the farm value of \$10.8

billion was 4 per cent below a year earlier and substantially below the record high of \$19.6 billion on Jan. 1, 1952. Most of the decline in inventory values was due to a sharp drop in hog prices.

All livestock and poultry showed a net increase of 2 per cent during 1955. The total for Jan. 1 was 7 per cent below the peak of Jan. 1, 1944. The aggregate increase this year resulted from a substantial increase in hogs and a small increase in cattle. Sheep, horses and mules, chickens and turkeys were down.

Prices were favorable in relation to feed costs early in 1955 for hogs and beef cattle. Prices for fed cattle declined steadily during the year. Prices for hogs dropped substantially during the last half of the year, becoming less favorable in relation to feed prices as increased supplies were marketed. Production rates continued at record or near record levels. Record highs were attained for the number of pigs saved per litter, lambs saved per breeding ewe, milk production per cow and weight per fleece of sheep shorn.

Hogs Up, Sheep Down

Hogs are estimated at 55,088,000 head. This is 9 per cent more than the revised estimate of 50,474,000 head a year earlier, but 3 per cent less than the 1945-54 average. Numbers were higher than a year earlier in all regions, with a 20 per cent increase in the South Central states and a 7 to 10 per cent increase in all other regions. In the Corn Belt (12 North Central states), which has 74 per cent of all the hogs, numbers were 8 per cent above a year earlier. Numbers increased 4 per cent in Iowa, 11 per cent in Illinois, 4 per cent in Indiana, and 3 per cent in Minnesota. Numbers increased 22 per cent in Missouri from the low numbers in

Cattle Count

Although cattle numbers increased slightly during 1955, reaching 97.5 million head on Jan. 1, 1956, an American National study of the recent government figures on breeding animals indicate a drop in numbers may be in the offing. Beef cows set a new record high but their increase during 1955 was comparatively small and if taken together with heifers 1 to 2 years old—an important class to watch in assessing the population potential—the beef breeding herd shows a net reduction of some 122,000 head, the first since 1949. Milk cows declined 1 per cent to the second lowest inventory since 1930. . . Hogs numbered 9 per cent above Jan. 1, 1955. Sheep declined 1 per cent. Horses and mules declined 8 per cent. Chickens and turkeys were down 2 and 1 per cent, respectively. Value of cattle was above a year ago. Hogs fell most in value, sheep slightly.

1955 when the 1954 drought reduced the feed supply.

Total value of all hogs was \$977 million—37 per cent less than a year earlier. Lower prices more than offset the increase in hog numbers.

Stock sheep are estimated at 27,009,000 head, only slightly less than the 27,137,000 a year earlier. All sheep and lambs, including those on feed, totaled 31,109,000 head—a decline of 1 per cent from a year earlier. Stock sheep numbers were about 45 per cent below the all-time record set Jan. 1, 1942. Stock sheep numbers declined about 2 per cent in the 13 western states (11 western states, Texas, and South Dakota), more than offsetting a gain of 3 per cent in the native states. Numbers were down in the 13 western states for the fourth consecutive year. The native states have increased sheep numbers during every year since 1950 with the exception of 1953. In Texas, the leading sheep state, stock sheep numbers at 4,979,000 head were down 7 per cent from a year ago. Numbers were up in Wyoming and South Dakota, while all the other western states had decreases or no change since Jan. 1, 1955. Only 7 of the 35 native states had decreases in stock sheep numbers during 1955, and most of these declines were in the East North Central states. Numbers were up substantially from a year ago in Missouri, North Dakota, Indiana and Kansas.

Total value of stock sheep and lambs on farms and ranches was \$385 million—down 4 per cent from a year ago and 19 per cent below the 1945-54 average.

Chickens (excluding commercial broilers) totaled about 382 million—2 per cent less than a year earlier and 15

CATTLE COUNT IN U. S. JAN. 1, 1956

(In thousands)

Value per Head	Total All Cattle	Total Beef Cattle	Beef Cattle Breakdown				Cattle* on Feed	Total Milk Cows	
			Cows & Hfrs. 2	1 to 2 Yrs. Up	Years	Calves			
1942 \$55.00	76,025	37,188	12,578	4,055	12,219	6,596	1,740	4,185	38,837
1943 69.30	81,204	40,964	13,980	4,547	13,239	7,361	1,837	4,445	40,240
1944 68.40	85,334	44,077	15,521	4,971	13,768	7,849	1,968	4,015	41,257
1945 66.90	85,573	44,724	16,456	5,069	12,871	8,329	1,999	4,411	40,849
1946 76.20	82,235	43,686	16,408	4,859	12,810	7,727	1,882	4,211	38,549
1947 97.50	80,554	42,871	16,488	4,636	12,804	7,109	1,834	4,322	37,683
1948 117.00	77,171	41,002	16,010	4,518	12,046	6,672	1,756	3,821	36,169
1949 135.00	76,830	41,560	15,919	4,657	12,033	7,270	1,681	4,540	35,270
1950 124.00	77,963	42,508	16,743	4,754	12,516	6,805	1,690	4,390	35,455
1951 160.00	82,083	46,685	18,526	5,122	14,319	7,029	1,689	4,534	35,398
1952 179.00	88,072	52,837	20,863	5,971	15,829	8,400	1,774	4,961	35,235
1953 128.00	94,241	58,320	23,291	6,535	17,440	9,147	1,907	5,754	35,921
1954 92.00	95,679	59,518	25,050	6,365	17,978	8,229	1,896	5,364	36,161
1955 88.20	96,592	61,231	25,659	6,514	18,785	8,444	1,829	5,786	35,361
1956 88.00	97,465	62,588	25,758	6,293	19,106	9,644	1,787	5,823	34,877

* Included in other beef classifications.

The 'National' At Work

Officers of the American National Cattlemen's Association are on a busy schedule these days. Through February and March into early April their activities shape up as follows.

The legislative committee spent a week in late February conferring with congressmen and Secretary of Agriculture Benson and Secretary of Interior McKay. While a number of problems were taken up, an important purpose was to urge that diverted acres under the soil bank plan would not be used for grazing of cattle to swell already burdensome numbers. At New Orleans, the association accepted the soil bank plan as giving promise of working down huge subsidy-induced surplus crops but with the proviso that grazing would not be permitted on the new grass. Secretary Benson so assured the cattlemen.

The committee included Don Collins, Colo.; First Vice-President G. R. Milburn, chairman, Mont.; W. D. Farr, Colo.; Louie Horrell, Ariz.; Robert Lister, Ore.; Cushman Radebaugh, Fla.; J. G. Montague, counsel, Tex., and Stephen Hart, counsel, Denver, and Executive Secretary Rad Hall, Denver.

The group asked the government that in its beef buying arrangement with Israel it concentrate purchases on heavy beef to fill this order which is equivalent to 50,000 cattle. The committee also continued the American National's long-standing campaign to step up beef buying for military, school-lunch and foreign aid.

President Collins' other activities included speaking at the Tennessee Livestock Association and the Louisiana Cattlemen's Association meetings in mid-February; attending a meeting of the T-Bone Club at Greeley, Colorado, and the annual meeting of the Cattlemen's Association of Morgan and Associated Counties at Fort Morgan, Colorado; speaking at the Kansas Livestock Association meeting in Wichita, March 9-10, and he is scheduled to talk at the Texas and Southwestern Cattle Raisers Association 79th annual meeting Mar. 13-14, Fort Worth, and at the New Mexico Cattle Growers Association meeting in Albuquerque, Mar. 27-28.

Executive Secretary Rad Hall attended the Livestock Conservation meeting and National Meat Promotion Committee meeting, both in Chicago in mid-February; sat in at the meeting of the National Brucellosis Committee in Chicago in mid-February, and is scheduled to speak at the

Idaho Cattlemen's Association convention, Pocatello, Mar. 22-23.

Public Relations Director Lyle Liggett was a speaker at the Arizona Cattle Feeders Association in Phoenix in early February and at the Utah Cattlemen's Association meeting in Salt Lake City in mid-February. He attended the annual meeting of the American Beef Cattle Performance Registry Association in Denver and spoke at the Corn Belt Feeders meeting in Sioux City, Iowa, in late February. He is scheduled as a panelist at the National Hereford Congress, Tucson, Ariz., Apr. 4-6.

Field Representative Russell Thorp, working in the Louisiana area, spoke at the Madison Parish Cattlemen's Association meeting in Tallulah, February 20. . . . Tom Arnold, chairman of the American National's sanitary committee, represented the association at the National Brucellosis Committee meeting in Chicago in February.

The Public . . . And You

BY LYLE LIGGETT

IN ANY ENDEAVOR, IT IS GOOD to reflect frequently on the basic principles behind it. This is doubly important for public relations which is too broad a field for hasty definition. We are indebted to Claude W. Gifford, associate editor, "Farm Journal," for this excellent review of what public relations is—and is not.

"Good public relations is not hoodwinking the public by covering up or coloring the truth. It is not hauling out the airwick to perfume the living room while the onions fry in the kitchen.

"Good public relations for business or agriculture consists of doing right and telling people about it.

"Agriculture has two important, worthwhile things to sell with a public relations program: good farm products and good will.

"When you sell one you often sell the other.

"I do not interpret good will to mean that we are in search of sympathy; rather, we are in search of understanding.

"There is nothing that will destroy agriculture faster than to go to the public with a black band on our arm or a cup in our hand. It will destroy the respect the public has for us; it will shackle us with uneconomic 'sympathy' legislation; it will destroy our independence and dull our own resourcefulness and drive.

"Let's tell everyone in unmistakable terms that we ask for a neighborly exchange of help, not a handout; that we seek better public understanding, not a rich uncle; and that we aspire to sell good food and simple facts, not a fable.

"We must recognize that the public doesn't understand farming and ranch-

ing, it is getting more and more doubtful about farmers, and it is being misled by others.

"We must tell the agricultural story in terms of the other man's interests through channels with which they are familiar and in a language they understand. We must be prepared to spend money to do a good job because this is an age of specialized pressure in which everyone must compete for attention before the competition of ideas begins. Until we can hire the 'soapbox,' our ideas are worthless.

"We must work with other groups, we must understand our own problems and we must become acquainted with the problems of other groups and help them establish a healthy economic climate. Farmers must be interested in helping business, industry and labor prosper, and they must be always conscious that farmers are first, and always, citizens of a nation of many groups and many ideas and objectives.

"But most important of all, as individuals, we can do the most effective kind of public relations there is—personal contact. If WE are well-informed on farm problems, we can cement farmers' relations in our every-day contacts. We can encourage other farmers to do more public relations work, we can help groups to which we belong arrange public relations programs, and we can get up the money so that agriculture can indeed hire the 'soapbox' to 'sell' our good farm products and our good will."



The National Beef Council honored Ernest Borgnine, star of the award-winning motion picture "Marty," with a citation for his "sympathetic and dignified portrayal of the retail butcher." The scroll was presented in New York by Forest Noel, executive director of the Beef Council, who said the citation was the beef industry's recognition and appreciation of the "masterful part Mr. Borgnine has played in glorifying the American meat market."

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Cattle Count and Analysis

THE NUMBER OF CATTLE AND calves on farms and ranches Jan. 1, 1956, is estimated by the USDA at 97,465,000 head—a new all-time high. This is about 1 per cent, or 873,000 above the previous record a year earlier and about 16 per cent more than the 1945-54 average of 84,040,000 head.

Cattle numbers have increased each year since 1949 but the percentage rate of increase during 1955 was less than for any of the seven years. Only two regions, the North Atlantic and South Atlantic, showed decreases from 1955. All other regions showed small increases, with the largest regional increase of only 2 per cent in each of the East North Central and Western regions.

Total inventory value of all cattle and calves at \$8.6 billion was slightly above a year earlier but 13 per cent less than the 10-year average.

Preliminary indications are that the 1955 calf crop was the largest of record. The pig crop was the largest since 1951.

Cattle feeding activity started out on a very high level at the beginning of 1955 and stayed high throughout the year. However, declining fed cattle prices checked feeding activity toward the end of the year, resulting in a sharp cutback in feedlot replacements during the last quarter of 1955. Indications are that livestock and poultry production will continue at a high level in 1956. Intentions for spring farrowing are down 2 per cent but there were 9 per cent more hogs on farms Jan. 1. The number of cows and heifers on farms is about equal to the previous year, promising another large calf crop.

The record number of beef cattle indicates beef production will be high again in 1956.

Although the aggregate number of livestock and poultry on farms was slightly larger, the farm value of \$10.8

billion was 4 per cent below a year earlier and substantially below the record high of \$19.6 billion on Jan. 1, 1952. Most of the decline in inventory values was due to a sharp drop in hog prices.

All livestock and poultry showed a net increase of 2 per cent during 1955. The total for Jan. 1 was 7 per cent below the peak of Jan. 1, 1944. The aggregate increase this year resulted from a substantial increase in hogs and a small increase in cattle. Sheep, horses and mules, chickens and turkeys were down.

Prices were favorable in relation to feed costs early in 1955 for hogs and beef cattle. Prices for fed cattle declined steadily during the year. Prices for hogs dropped substantially during the last half of the year, becoming less favorable in relation to feed prices as increased supplies were marketed. Production rates continued at record or near record levels. Record highs were attained for the number of pigs saved per litter, lambs saved per breeding ewe, milk production per cow and weight per fleece of sheep shorn.

Cattle Count

Although cattle numbers increased slightly during 1955, reaching 97.5 million head on Jan. 1, 1956, an American National study of the recent government figures on breeding animals indicate a drop in numbers may be in the offing. Beef cows set a new record high but their increase during 1955 was comparatively small and if taken together with heifers 1 to 2 years old—an important class to watch in assessing the population potential—the beef breeding herd shows a net reduction of some 122,000 head, the first since 1949. Milk cows declined 1 per cent to the second lowest inventory since 1930. . . Hogs numbered 9 per cent above Jan. 1, 1955. Sheep declined 1 per cent. Horses and mules declined 8 per cent. Chickens and turkeys were down 2 and 1 per cent, respectively. Value of cattle was above a year ago. Hogs fell most in value, sheep slightly.

1955 when the 1954 drought reduced the feed supply.

Total value of all hogs was \$977 million—37 per cent less than a year earlier. Lower prices more than offset the increase in hog numbers.

Stock sheep are estimated at 27,009,000 head, only slightly less than the 27,137,000 a year earlier. All sheep and lambs, including those on feed, totaled 31,109,000 head—a decline of 1 per cent from a year earlier. Stock sheep numbers were about 45 per cent below the all-time record set Jan. 1, 1942. Stock sheep numbers declined about 2 per cent in the 13 western states (11 western states, Texas, and South Dakota), more than offsetting a gain of 3 per cent in the native states. Numbers were down in the 13 western states for the fourth consecutive year. The native states have increased sheep numbers during every year since 1950 with the exception of 1953. In Texas, the leading sheep state, stock sheep numbers at 4,979,000 head were down 7 per cent from a year ago. Numbers were up in Wyoming and South Dakota, while all the other western states had decreases or no change since Jan. 1, 1955. Only 7 of the 35 native states had decreases in stock sheep numbers during 1955, and most of these declines were in the East North Central states. Numbers were up substantially from a year ago in Missouri, North Dakota, Indiana and Kansas.

Total value of stock sheep and lambs on farms and ranches was \$385 million—down 4 per cent from a year ago and 19 per cent below the 1945-54 average.

Chickens (excluding commercial broilers) totaled about 382 million—2 per cent less than a year earlier and 15

CATTLE COUNT IN U. S. JAN. 1, 1956

(In thousands)

Value per Head	Total Cattle	Total Beef Cattle	Cows & Hfrs. 2 Yrs. Up	Hfrs. 1 to 2 Years	Beef Cattle Breakdown			Cattle* on Feed	Total Milk Cows
					Calves	Steers	Bulls		
1942 \$55.00	76,025	37,188	12,578	4,055	12,219	6,596	1,740	4,185	38,837
1943 69.30	81,204	40,964	13,980	4,547	13,239	7,361	1,837	4,445	40,240
1944 68.40	85,334	44,077	15,521	4,971	13,768	7,849	1,968	4,015	41,257
1945 66.90	85,573	44,724	16,456	5,069	12,871	8,329	1,999	4,411	40,849
1946 76.20	82,235	43,686	16,408	4,859	12,810	7,727	1,882	4,211	38,549
1947 97.50	80,554	42,871	16,488	4,636	12,804	7,109	1,834	4,322	37,683
1948 117.00	77,171	41,002	16,010	4,518	12,046	6,672	1,756	3,821	36,169
1949 135.00	76,830	41,560	15,919	4,657	12,033	7,270	1,681	4,540	35,270
1950 124.00	77,963	42,508	16,743	4,754	12,516	6,805	1,690	4,390	35,455
1951 160.00	82,083	46,685	18,526	5,122	14,319	7,029	1,689	4,534	35,398
1952 179.00	88,072	52,837	20,863	5,971	15,829	8,400	1,774	4,961	35,235
1953 128.00	94,241	58,320	23,291	6,535	17,440	9,147	1,907	5,754	35,921
1954 92.00	95,679	59,518	25,050	6,365	17,978	8,229	1,896	5,364	36,161
1955 88.20	96,592	61,231	25,659	6,514	18,785	8,444	1,829	5,786	35,361
1956 88.00	97,465	62,588	25,758	6,293	19,106	9,644	1,787	5,823	34,877

* Included in other beef classifications.

per cent below the 1945-54 average. Total value was \$480 million—an increase of 17 per cent from Jan. 1, 1955.

Farm holdings of turkeys (excluding turkey fryers) totaled about 4.9 million—1 per cent less than a year earlier and 12 per cent below average. The value of all turkeys was about \$27 million—3 per cent more than a year ago.

The number of all goats in Texas is estimated at 2,775,000 head, 9 per cent above the 2,546,000 head on Jan. 1, 1955. Average value per head was \$7, up from \$5.50 a year earlier.

The estimates for 1950-55 shown in this report have been revised from those previously published. These estimates were revised on the basis of data obtained from the Census of Agriculture taken in the fall of 1954 and other data which has become available since the original estimates were made.

Calf Report Shows Half Million Gain

THE U. S. CALF CROP IN 1955 totaled 43,001,000 head, 1 per cent more than the 42,601,000 in 1954, according to the Crop Reporting Board. This is the sixth successive increase over the preceding year since the number of cattle began to show an upward trend in 1949. The 1955 calf crop was 20 per cent larger than the 1944-53 average.

This large crop resulted from a record number of cows and heifers on Jan. 1, 1955, 49,121,000—less than 1 per cent larger than the number on hand a year earlier. Cow slaughter was high during 1955, but the cow herds stayed large.

The number of calves born expressed as a percentage of cows and heifers two

years old and older on Jan. 1, 1955 was 88 per cent—1 percentage point above the previous year, and 4 points above the 10-year average. This figure is not strictly a calving rate since the Jan. 1 inventory of cows and heifers two years old and older does not include all the heifers which gave birth to calves during the year. The percentage is calculated to show the trend in productivity over a long period of time. It may fluctuate from year to year due to variations in cow slaughter and trends in breeding herd replacements.

The calf crop of 18,133,000 in the North Central states was 6,000 head smaller than in 1954, but 15 per cent above the 10-year average. Each of the East North Central states showed fewer calves born in 1955 than a year earlier except Ohio. All West North Central states, with the exception of Minnesota

STATE RANKINGS FOR CATTLE POPULATION, JAN. 1, 1956

(In Thousands)

ALL CATTLE

Rank	State	No.	Change*
1	Texas	8,586	85
2	Iowa	6,223	62
3	Nebraska	4,821	-244
4	Wisconsin	4,384	43
5	Kansas	4,298	-43
6	Illinois	4,028	117
7	Missouri	4,027	117
8	Minnesota	4,018	79
9	California	3,863	0
10	S. Dakota	3,367	66
11	Oklahoma	3,244	-33
12	Montana	2,515	120
13	Miss.	2,440	71
14	Ohio	2,416	47
15	New York	2,288	-23
16	Indiana	2,262	87
17	N. Dakota	2,131	158
18	Colorado	2,075	21
19	Michigan	1,924	-19
20	Louisiana	1,923	19
21	Penn.	1,896	-39
22	Kentucky	1,826	53
23	Alabama	1,798	-37
24	Florida	1,754	17
25	Tennessee	1,753	-18
26	Arkansas	1,587	31
27	Georgia	1,562	-65
28	Idaho	1,457	95
29	Oregon	1,456	-30
30	Virginia	1,396	14
31	Washington	1,218	58
32	N. Mexico	1,212	48
33	Wyoming	1,118	22
34	Arizona	1,022	49
35	N. Carolina	955	-36
36	Utah	779	30
37	S. Carolina	633	-13
38	Nevada	597	8
39	W. Virginia	593	0
40	Maryland	529	-11
41	Vermont	469	-
42	Maine	228	-
43	N. Jersey	226	-
44	Mass.	180	-
45	Conn.	177	-
46	N. H.	118	0
47	Delaware	68	-
48	R. I.	25	-

97,465 873

BEEF CATTLE

BEEF CATTLE		No.	Change*
Rank	State		
1	Texas	7,338	129
2	Iowa	4,572	74
3	Nebr.	4,167	-216
4	Kans.	3,539	-25
5	S. Dak.	2,838	71
6	Mo.	2,686	148
7	Ill.	2,634	133
8	Okla.	2,582	19
9	Calif.	2,426	-3
10	Mont.	2,350	121
11	Colo.	1,812	24
12	Minn.	1,568	59
13	Miss.	1,562	71
14	N. Dak.	1,511	161
15	Fla.	1,421	9
16	La.	1,407	36
17	Ind.	1,345	108
18	Ala.	1,144	-13
19	N. M.	1,140	48
20	Ore.	1,113	-7
21	Wyo.	1,049	24
22	Ga.	1,046	-44
23	Ohio	1,046	81
24	Idaho	1,038	83
25	Ark.	996	45
26	Ariz.	945	38
27	Ky.	935	55
28	Tenn.	813	4
29	Va.	769	30
30	Wash.	762	48
31	Utah	604	25
32	Nev.	562	4
33	Mich.	519	-4
34	Wis.	472	32
35	N. C.	412	-7
36	S. C.	381	-7
37	Pa.	353	-11
38	W. V.	309	7
39	Md.	171	7
40	N. Y.	136	-1
41	Me.	29	-1
42	Vt.	20	0
43	N. J.	20	3
44	Del.	15	0
45	Mass.	11	-1
46	Conn.	10	-1
47	N. H.	9	1
48	R. I.	1	0

62,588 1,357

BEEF COWS AND YEARLING HEIFERS

Rank	State	No.	Change*
1	Texas	4,517	-22
2	Nebr.	1,864	-150
3	Kans.	1,618	-106
4	S. Dak.	1,566	29
5	Okl.	1,527	-12
6	Iowa	1,407	-24
7	Mont.	1,401	48
8	Calif.	1,252	29
9	Mo.	1,244	-29
10	Miss.	1,051	29
11	La.	1,040	35
12	Colo.	1,002	14
13	Fla.	958	-9
14	Ill.	841	-15
15	N. Dak.	810	76
16	N. M.	768	28
17	Ala.	768	-10
18	Ga.	651	-30
19	Ore.	624	-9
20	Wyo.	597	-14
21	Ark.	592	-5
22	Ariz.	518	-15
23	Ind.	510	0
24	Idaho	470	18
25	Minn.	467	7
26	Tenn.	458	-8
27	Ky.	443	-1
28	Va.	426	-10
29	Wash.	364	7
30	Nev.	357	-4
31	Utah	347	17
32	Ohio	336	3
33	N. C.	253	-5
34	S. C.	231	-5
35	W. V.	171	3
36	Wis.	165	22
37	Mich.	157	-4
38	Pa.	120	-7
39	Md.	77	0
40	N. Y.	41	5
41	Me.	12	0
42	Del.	8	-1
43	N. J.	7	2
44	N. H.	4	1
45	Vt.	4	0
46	Mass.	4	0
47	Conn.	3	0
48	R. I.	—	—

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North Dakota, and South Dakota, showed fewer calves born. In the North Central states, the number of cows and heifers on hand was 19,877,000 head—an increase of less than 1 per cent over Jan. 1, 1954. The number of calves born as a percentage of cows and heifers two years old and older on Jan. 1, 1955, was 91 per cent compared with 92 in 1954 and the 10-year average of 89.

The western states showed a calf crop of 7,266,000 compared with 7,056,000 born in 1954. Only Wyoming, Colorado and Arizona showed fewer calves born than in the previous year. Cows and heifers totaled 8,208,000 head—an increase of 2 per cent from Jan. 1, 1954. The calf crop was 89 per cent compared with 88 a year earlier.

Other Areas

In the South Central states, the calf crop is estimated at 11,202,000 head compared with 11,089,000 in 1954. Cows and heifers totaled 13,151,000 head—a decrease of 1 per cent from 1954. The calf crop was 85 per cent compared with 84 in 1954. Texas, the leading cattle producing state, showed 4,297,000 calves born—1 per cent above the 4,242,000 head born in 1954. Cows and heifers in Texas, were 4,828,000 head—2 per cent below a year earlier.

In the North Atlantic region, the calf crop totaled 3,095,000 compared with 3,023,000 head a year earlier. The number of cows and heifers was 3,599,000 compared with 3,581,000 on Jan. 1, 1954. The calf crop was 86 per cent.

In the South Atlantic states, the calf crop was 3,305,000—about the same as the previous year. Cows and heifers totaled 4,286,000 head—only slightly larger than a year earlier. The calf crop was 77 per cent.

ANALYSIS INDICATES CYCLE MAY SOON START DOWNTREND

WE ARE OVER THE HUMP in the current cycle of cattle population which began its upward swing in 1949. Here are some points brought out in a recent American National analysis of census figures.

Although the Jan. 1, 1956, estimate of all cattle showed an increase over the revised figures for 1955 of 872,000 head to a new high of 97,465,000, the breeding potential of the national beef herd is on the downgrade!

To develop the "potential" in our beef factory, let us closely examine the beef herd—those cattle listed by the Department of Agriculture as "other" or "not for milk." Beef calves were up 321,000 head, steers climbed 1,200,000 head, while bulls dropped 42,000 head.

Beef cows, two years and older, increased 99,000, or 38 hundredths of a per cent. This increase for cows is the smallest since 1949, and then the increase was only 824,000 head. But during the peak of the buildup, 2,428,000 cows were added to the breeding herd during 1952. During 1954, the increase was only 609,000 as the cycle began to show signs of peaking.

Next on the list—and extremely important in assessing the "potential"—is the category for heifers, one to two years old—yearling heifers kept either as replacements or on feed. This category showed a decrease during 1955 of 221,000 head, or 3.3 per cent.

Hence beef cows and yearling heifers showed a net reduction of 122,000 head. This combination of beef cows and

yearling heifers is the "beef potential" upon which we must base our future figuring.

We can also be heartened by the net decrease of 606,000 head in the total female bovine population including all dairy cows and heifers. Dairy females have been tapering downward again since 1954.

Contrast this decrease with the jump in all females between Jan. 1, 1950 and Jan. 1, 1955 of 10,582,000, or an average annual increase of 2,116,000.

Taking the "beef potential" alone—beef cows and yearling heifers—the increase during the same five-year period was 10,676,000, an annual average of 2,135,000.

But the increases in beef she-stuff have been slowing down in recent years. In 1951, the increase ran at a peak of 13.4 per cent. The next year it was 11 per cent, the next was 5.3, with it running only 2.4 per cent during 1954.

NOW LET US LOOK at calf production, which, unfortunately, has been figured on the total cattle herd, both dairy and beef. The number of calves born increased by 8,155,000 head between 1950 and 1955, an average annual increase of 1,631,000. The increase registered between 1954 and 1955 was only 400,000 head.

A parallel may be drawn to show the relationship of the beef she-stuff population to that of calves. Percentagewise the increase in calf numbers reflected the cycle of the cow-heifer herd, running from a high of 7.8 per

SEEN AT THE NEW ORLEANS CONVENTION

Upper left: Some state association presidents (L. to r.) Mark Knoop, Ohio Cattle Feeders; Bern Coulter, Nebraska; Norman Barlow, Wyoming; (back to camera) Jim Nance, Tennessee.

Upper right: State association secretaries (L. to r.) Mrs. Floris Berland, Walla Walla County, Oregon; A. G. Pickett, Kansas; Ralph Miracle, Montana; Charles Stewart, Texas; J. Edgar Dick, California.

Lower left: Secretaries Jack Houser, Oklahoma; Paul Newell, Mississippi; E. H. Wilson, Alabama; Sam McMullen, Nevada.

Lower right: More secretaries. Robert Howard, Nebraska; Wm. Tyrrell, Tennessee; E. E. Grissom, Mississippi.



cent between 1952 and 1953 through a 4 per cent increase in the following year to a rise of only $\frac{1}{10}$ of 1 per cent during the last year.

If the parallel is to be continued and the reduction in calf numbers is to follow the beef cow and heifer reduction, it can be assumed that the number of beef calves born during 1956 may be slightly less than in 1955.

Obviously, it is not possible, working on such narrow margins of decrease or increase, to predict what, if any, will be the **net reduction** in beef production in coming years. For one thing, the calving percentage has steadily improved due to better herd management, improvement in breeding stock, use of younger first-calf animals, replacement of older cows with younger animals, better brucellosis control and, literally, better maternity care.

Another important factor will be the demand for stocker and replacement females. An improvement in range can result in an immediate development of strong demand for stock, no matter how local the situation. Witness New Mexico's increase during the past year of 28,000 beef cows and heifers, which was partially offset by Arizona's reduction of 15,000.

A demand could develop for she-stuff in areas where large-scale diversion is taking place.

But three other factors appear to offset the above mentioned conditions as related to the calf-potential for this and coming years:

First, the largest reduction in numbers of beef she-stuff has come in yearling heifers—the vigorous replacement stock.

Second, many of the heifers in the beef herd are actually on feed. More than one-fifth of the 5,823,000 cattle on feed Jan. 1, 1956 were heifers (a slight increase over 1955, incidentally).

And third, the percentage of she-stuff in the federally-inspected slaughter has shown a steady increase in recent years, reaching 48.8 per cent during 1955. The slaughter of cows and heifers during the past year was 7 per cent above the previous year—and the trend appears to be continuing.

Before the cowman becomes complacent, or the feeder grows more nervous, one important fact in relation to the beef supply for 1956 must be considered.

Calves and steers were on the increase—a total increase of 1,521,000 head on Jan. 1. This was almost the same as the average annual increase in the previous five years of 1,581,000 but this takes into account the record increase of 2,881,000 head in 1951 and the decrease of 380,000 head in 1953.

We are going to have to market a tremendous amount of beef—probably at lighter weights and younger ages—if we are not to end up with somewhat the same numbers problem we have this winter.

HOW DO YOU COUNT 94 MILLION HEAD OF CATTLE IN 48 STATES?

HOW IS THE U. S. LIVESTOCK count made, such as the one estimating there are now 97,465,000 head of cattle and calves on ranches and farms (see Page 9)?

This is one of some 50 reports a year which help stockmen keep up with demand and price, says Arnold V. Nordquist of the agricultural estimates division of the Agricultural Marketing Service in Agricultural Situation.

Around year's end ranchers and farmers in 48 states get questionnaires from their state crop and livestock reporting service. These reports are the backbone of the estimate of numbers.

State agricultural statistician also have personal interviews with ranchers, feeders and farmers.

The census of livestock taken every five years are starting points to project annual estimates of changes.

Other information is collected and analyzed to check the estimates. For example, current estimates are checked against trends in number of cattle assessed in 32 states where such reports are available. Taxation records also help check accuracy.

Marketing and slaughter, brand and health inspections and railroad records also help to show indicated changes in inventories.

Several hundred clerks and statisticians in field offices conduct the estimating work.

What good are the inventory reports to the producer?

Well, says Mr. Nordquist, "the cattle-

man likes to study his plans and prospects over short, intermediate and long-time periods. Trends in the estimates of numbers will tell him whether or not cattle numbers are keeping up with or outrunning human population growth and feed resources; state figures will show which areas he can expect to be competing against him for his markets.

"Figures on classes will indicate the emphasis on future production. For instance, if cow numbers continue to rise, continued large calf crops are in prospect for several years ahead. If steer and calf inventories have been reduced, it will have a bearing on steer slaughter and the available supply of feeder steers in the coming year." (See Page 11 for the American National's analysis of the current report on the breeding herd.)

Some of the 50-odd reports on livestock issued during the year include quarterly reports on demand for feeder cattle and the nature of that demand, whether for steers, heifers or calves... light, medium or heavy weight cattle.

Also the feeder can note potential supply of better grade slaughter cattle through inventory reports. He may note competition by classes—steers or heifers. He gets clues on whether long term or short term feeding is more common.

The government also issues monthly range feed and livestock condition reports, reports on shipments of stockers and feeders into the Corn Belt, and monthly reports on slaughter and meat production.



The top convention shot is of part of the Idaho delegation. Below, Utahans at New Orleans.

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THE SNOW-EATER

By R. E. Spencer, Asst. chief,
Climatological Services Division,
U. S. Weather Bureau,
Washington, D. C.

THE official Weather Glossary defines "chinook" as "the name given in the western United States and Canada to a warm, dry southwest wind along the eastern slopes of the Rocky Mountains . . . It may occur at any season of the year, but its effects are most marked in winter, when it may cause a very rapid rise in temperature and cause ice and snow to disappear in a few hours, whence it is sometimes called the 'snow eater'. The chinook may begin at any hour, day or night. In velocity it varies from a gentle breeze to a gale. It may last three to four days. It may blow steadily for many hours, or come in shorter spells interrupted by colder and calmer intervals . . . "

In the United States the most discussed chinook country is the long east slope of the Rockies from Canada southeastward through Colorado and eastward into the Dakotas and central plains.

The chinook consists essentially of a downslope flow of air that has been pushed (or pulled) to the top of the Divide from the west and then spills over and flows down the east slope into the Great Plains.

The chinook occurs under other names in many places—in Japan, New Zealand and Greenland—wherever mountain ranges and wind circulation are right. In Argentina they call it the zonda, in the United States and Canada the chinook, in Europe the foehn.

The chinook flows down the slope of the mountains. It is thereby compressed and made warmer at the rate of 5½ degrees F. for every 1,000 feet of its descent; and so long as this goes

on, the air (having lost most of its moisture on the way up the west slope of the mountains) increases its capacity to hold moisture and to absorb snow cover by sublimation. Hence, the nickname "snow eater," which no doubt had its beginning in many cases like that recorded at Kipp, Mont., in 1896 when the temperature rose 34 degrees in seven minutes and 30 inches of snow disappeared within 24 hours. Supporting this, in an article published as long ago as January, 1888, a reliable observer says chinook absorption of snow is so rapid and complete that no water drains away while the melting goes on.

This dehydrating function is not always an unmixed blessing. In the Swiss Alps, in fact, it is looked upon as dangerous; and in many areas the lighting of fires, even for cooking, is a criminal act. Similarly, in the United States we know the chinook increases the hazard of forest fires in wooded areas, and that in the dust-bowl years of the 30's it helped disastrously in drying out the Plains area soil. The sublimation of the blanket of snow often exposes vegetation, especially small grains, to severe freeze damage, and robs the soil of moisture that may be badly needed.

Startling Cases

A few examples of what may happen to temperature in the chinook have been recorded as (1) a one-day rise of 75 degrees from 35 degrees below zero at Miles City, Mont., in January 1912; (2) a 40-degree rise in ten minutes in Alberta, Canada in October 1938, and (3) a rise of 49 degrees in two minutes at Spearfish, S. D., in January, 1943.

Even more striking are the 20 to 40-degree alternations of waves of warmth and cold within very short time intervals. A good example of this is suggested in a couple of paragraphs from the article "The Remarkable Temperature Fluctuations in the Black Hill's Region, January, 1943"

by R. R. Hamann, published in the *Monthly Weather Review* of March, 1943:

"The phenomenon first became manifest at Spearfish, S. D., at 7:32 A.M., when a rise of 49 degrees was recorded within two minutes (—4 to 45 degrees.) After many sharp variations, the mercury plunged from 54 degrees at 9 A.M. to —4 at 9:27 A.M. Sturgis, S. D., experienced a similar sequence of slightly less marked changes beginning 52 minutes later. As the phenomenon progressed southward, Rapid City came under its influence.

"The changes experienced chronologically by a stationary observer were startling enough, but to the motorist and pedestrian were even more so. At 11 A.M. on the east side of the Alex Johnson Hotel in Rapid City winter was in all its glory, while around the corner on the south side, not 50 feet away spring held sway, only to be swept away in a flash by the sting of winter, and then to return. Motorists were forced to park, unable to remove immediately a thick frost that appeared almost instantly on windshields, so sudden and warm was the wind. Streets were coated instantly with a peculiar light frost. Similar reports came from all over the region, and in practically all cases the sharpest differences were coincident with changes in elevation."

Of more importance than its idiosyncrasies and threats and dangers are the chinook's benefits. The value of the livestock it saves from freezing or starvation on the ranges between Montana and Colorado runs well into the millions every winter; no estimate has yet been made of its very real dollar-and-cents importance in holding fuel bills at moderate levels; and it does a vastly better job of keeping Montana-Wyoming-Colorado roads open than any system of highway maintenance could ever do. Besides, it is pleasant to live with—a welcome respite.

DID YOU GO ON THE YUCATAN TOUR?



American National convention-goers at New Orleans who took the post-meeting trip into Mexico will be interested in this picture, which shows just part of the group that went on the tour. Copies of this, and another shot showing more of the travelers in Merida, can be obtained from the photographer: Fotografia "Querra," Merida, Yucatan, Mexico.

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powerful but easy on the animal; it costs less per animal treated. SULMET builds high blood concentration against infection; you give lower dosages at less frequent intervals and often only one treatment is needed.

Depend on SULMET and use it promptly. Consult your veterinarian for most effective herd management practices and disease control. Write for free literature.

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PEARL RIVER, N.Y.

LONG DRIVE TO OREGON

By Ralph Friedman

POPULAR LEGEND has it that the first long cattle drive in this country had its locale in the Southwest. But history does not agree. The records show that the first long drive took place in 1837, when a small band of hardy mountain men and pioneer settlers brought a herd of more than 600 wild Spanish cattle from San Jose, Calif. to Willamette Settlement, Ore.—almost a thousand miles across deep rivers and rugged mountain ranges.

It was not until five years later that Texas cowboys started driving herds of wiry longhorns into Shreveport and New Orleans. Another seven years passed before Jack Cureton began the arduous two-year operation of moving cattle overland from Texas to San Francisco, to supply beef for the motley battalions who had responded to the cry of "Gold in California!" And 16 more years yet were to go by before the Cherokee trader, Jesse Chisholm, marked the trail from Texas to Abilene.

There is a possibility that if the cattle drive from California to the Willamette Settlement (a key community only 30 miles south of the present site of Portland) had failed, the Oregon Territory might now belong to Great Britain. For the chief claim the United States had to the area lay in the number and vigor of its settlers, and these were handicapped by lack of cattle.

Across the Columbia, the Great River of the West, fat cattle grazed on lush prairie. But the herds belonged to the British-owned Hudson's Bay Company, the dominating force in the Pacific Northwest. The company was willing to trade with the handful of Americans, but only up to a point. The division line was cattle. Hudson's Bay well understood that the prosperity and growth of the American communities depended upon their ability to secure and raise a sufficient number of cattle. Without beef, the settlers were doomed to such a low subsistence that they would be too busy working to keep

body and soul together to think of expanding.

Late in 1836 the farmers of Willamette Settlement, assisted by a naval officer, W. A. Slacum, organized the Willamette Cattle Company, the first community enterprise backed by all Oregon-American elements. Its president was Ewing Young, its treasurer P. L. Edwards. Slacum, to make the record complete, had been sent out from Washington by President Jackson to survey the Oregon country without arousing British suspicions.

The chronicler of the drive was Edwards, but the gigantic figure in the epic event was Ewing Young. In the annals of American exploration his name stands with the most illustrious figures. An ex-cabinet maker from Tennessee, this black-bearded giant had for 12 years been a central force in the fur trade of the Far Southwest, until his tide of movement turned in 1834.

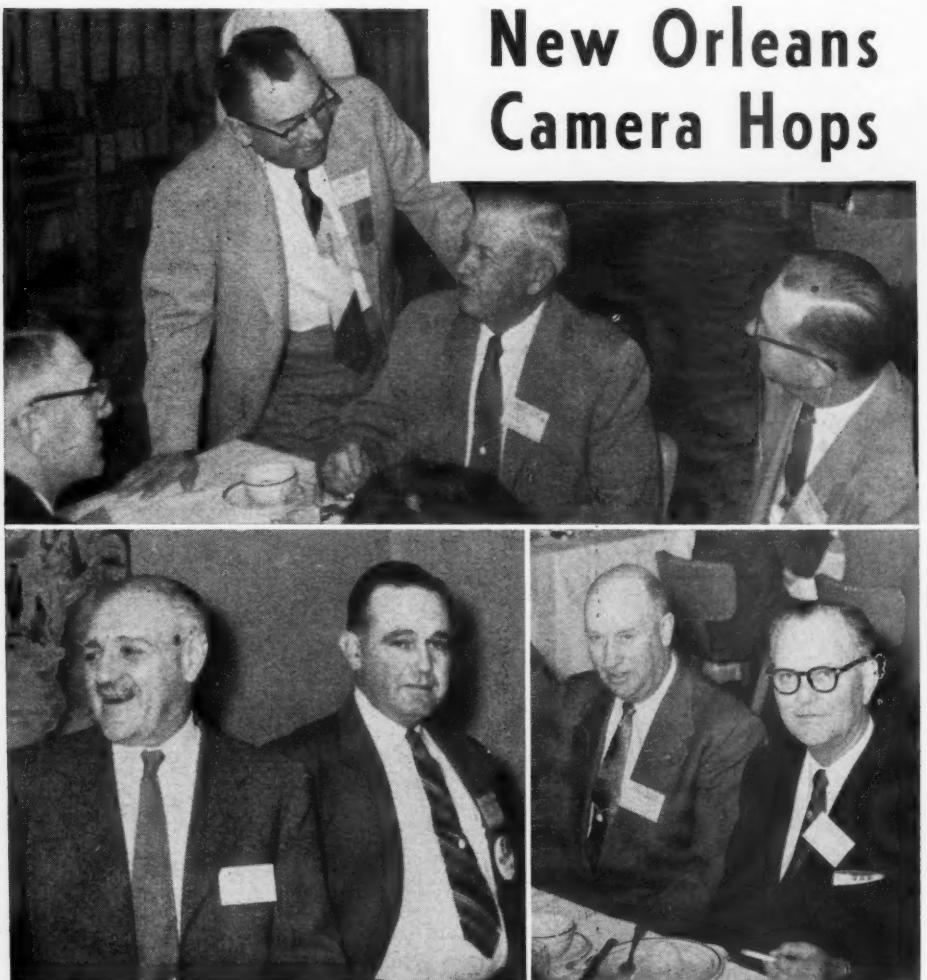
That year Young met his star of destiny in the person of Hall J. Kelley, the evangelistic "Apostle of Oregon." Kelley, a Boston school teacher who had taken upon himself the role of being chief propagandist for the "On To Oregon" movement, had written an incessant stream of books, pamphlets, and articles about the beauties of Oregon for 17 years before finally setting out for the promised land. Meeting Young in California, Kelley sold the fur trapper on the wonders of the forested north. Although Kelley soon returned east, disappointed, Young stayed on as a farmer at Willamette Settlement.

On January 17, 1837, Young, Edwards and nine other men departed for California on the American brig, *Loriot*, which Slacum had secured. With them they carried the company's funds, less than \$3,000. Their objective: buy and bring back cattle to save Oregon for the Americans.

The *Loriot* dropped the nine men at Fort Ross, Calif., where they went to work at Cooper's Mill until the drive was ready. Young and Edwards proceeded on the brig to Monterey, where they sought clearance from General Vallejo to take cattle out of the country. Vallejo replied that the decision could only be made by the civil government at Santa Barbara, so Young and Edwards journeyed there. Finally, after much red tape, Vallejo interceded in their behalf, and approval was granted.

While Edwards set out for Fort Ross to recall the men, Young purchased horses near Santa Cruz and drove them to San Jose. From the missions at San Jose and San Francisco, Young obtained Spanish cattle, slim-flanked, "wild, snorting brutes." All told, Young bought 800 cattle at \$3 a head and 40 horses at \$12 a head, with the bill coming to \$2,880.

At first the cattle were too wild to drive, so the men sought to subdue the wildest of the beasts by starving and beating them. But this device backfired, for by the time the first obstacle, the San Joaquin River, was reached, 80 animals were missing.



A pot-pourri of states, represented by (l. to r.) George Andrews, Kanopolis, Kan.; Watkins Greene, Youngsville, La. (convention arrangements co-chairman); Roy Parks, Midland, Tex.; Robert Burghart, Colorado Springs, Colo.; Ralph Snyder, Washtucna, Wash.; Sherwood Culberson, Lordsburg, N. M.; Garland Meador, Prairie City, Ore.; Clyde Byrd, Ark.

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It was June 25 when the party reached the San Joaquin, and although the long months of summer lay ahead, tempers were already getting short. They were to be frayed badly in the month ahead, for the river, which Young looked upon as a training ground for the stream barriers ahead, was almost the watery graveyard of the drive.

After a strong corral had been built on the shore, several calves were towed across by drovers in canoes, with a few cows being "induced" to follow. But the next day, July 13, when a mass crossing was attempted, the herd panicked in midstream and bolted back, leaving 17 cattle drowned.

Now there was nothing for Young to do but order that the cattle be lassoed and towed across one by one. This exhausting chore took a full week and deprived the men, who were never free of herding and guarding, of rest.

Everyone was red-eyed from fatigue, and irritable, but none closer to utter despair than Edwards who, together with Young, had worked harder than anyone else. When the cattle had finally crossed the river and he set out for a new encampment, Edwards thought his troubles would lessen. But he had not reckoned with another disaster. The horse he was leading, loaded with the party's ammunition, pulled away and charged into a pond, soaking the powder, and forcing Edwards to return to Yerba Buena for more ammunition.

"The past month, what it has been!" Edwards cried out to his diary. "Little sleep, much fatigue, hardly time to eat, mosquitoes, cattle breaking like so many evil spirits, and scattering to the four winds, men ill-natured and quarreling, another month like the past, God avert! Who can describe it?"

Somehow, however, the herd moved on. Mile by mile was ground out, and late in August the party emerged from the Sacramento River canyon. But the worst lay ahead. A mass of mountains stretched endlessly to the north, with each hill higher than the one climbed. When Edwards appeared dismayed at the prospect of having to surmount a steeper mountain than any that had yet blocked their path, Young stoutly declared: "Now, if you are a philosopher, show yourself one!"

Young, a cold-blooded mountain man who had been closer to death and starvation than all the rest of the party put together, was not disturbed by cattle escaping into the thick bushes. But his anger flared when the drovers threatened rebellion. Tiring of eating dried meat, they had demanded a beef be killed. Explaining that the party was too tired to carry the meat across the range, Young refused. "Then we'll give the order ourselves!" one of the men shouted. With gun cradled easily in his arm, Young replied: "Kill at your peril!" The grim rebels backed away and the drive went on.

On September 12 the cattle came off the Siskiyou Mountains into the Rogue River Valley, but Young's headaches were not over. One of the men killed

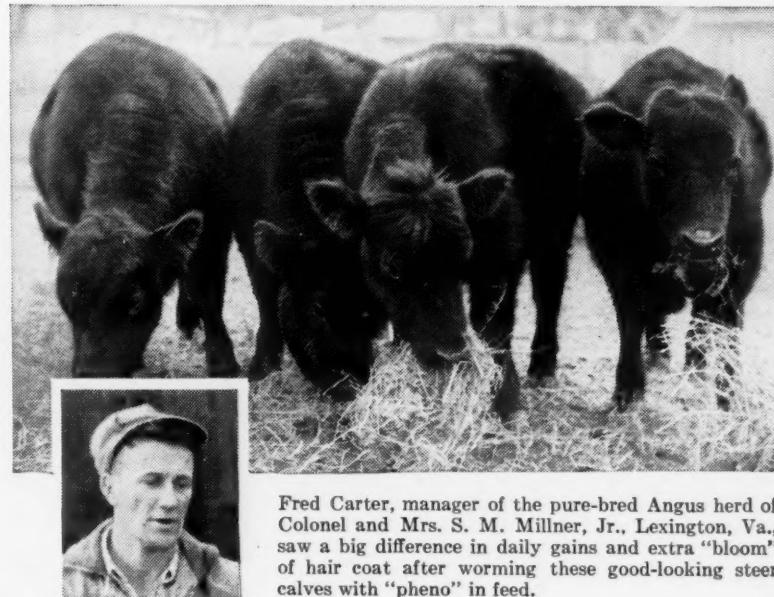
a harmless Indian boy, afterward stating that the men were determined to avenge an attack made upon a party of whites two years ago. Young forbade further violence, and again insurrection flared. This time the drovers pointed their knives and guns at him, but once more Young faced them down.

Several days later, by anticipating what the Indians would do, Young averted an ambush set up to retaliate for the killing of the Indian boy.

Beyond this point the going was easier. The grass seemed greener, the cattle tamer, the men in better spirits. In the middle of October, nine long months after its departure, the party reached Willamette Settlement. After feverish rejoicing, the 632 surviving cattle were sold at \$7.67 a head, with the drovers paid a dollar a day wages in cattle. Thus each drover had, for the time he put in on the drive, about 20 head coming to him.

Historically, the drive was extremely significant. From the standpoint of adventure, it was a stirring, unforgettable experience. Yet, as P. L. Edwards later wrote: "Few of our party, perhaps none, would have ventured on the enterprise could they have foreseen its difficulties . . . Most of the party cursed the day on which they were engaged, and would hardly have exchanged a draught of cool water for their share of the profits."

There are some men who even in death make history. Ewing Young is one of them. His burial, 1841, was the occasion for the settlers and missionaries of the Willamette Valley to initiate discussion on setting up a provisional government, which led to territorial status, and then to statehood. Indeed, the present capital of Oregon, at Salem, is not far from the grave of Ewing Young, the indomitable hero of our country's first great cattle drive.



Fred Carter, manager of the pure-bred Angus herd of Colonel and Mrs. S. M. Millner, Jr., Lexington, Va., saw a big difference in daily gains and extra "bloom" of hair coat after worming these good-looking steer calves with "pheno" in feed.

New worm-control practice cuts concentrate costs 25%

Even the moderate worm infections present in most cattle are costly. This was proved on the Millner farm when "pheno" was added to the ration of normal-looking steers. "The immediate result of worm control," says Mrs. Millner, "was increased appetite. And in only 10 days the animals showed noticeable added gains. They did marvelously—and on 25% less concentrate."

Then animals in the breeding herd were treated. "Those fed phenothiazine are getting just half as much corn in their ration as we fed last year," reports Mrs. Millner, "and they are in just as good shape as last year's group."

Worm control for your beef cattle or dairy calves can be just as easy and profitable, no matter where you farm. Many manufacturers of feed and minerals now offer products containing phenothiazine for worm control. Ask your supplier for these products. For free booklet on worm control write E. I. du Pont de Nemours & Co. (Inc.), Room 2533-N, Wilmington 98, Delaware.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Medical Help for Your Herd

By Gene Sperry

ANY CATTLEMAN living in an isolated district or one without reliable veterinary service for his herd should learn to be his own vet. Even if a good animal doctor is nearby he may not always be available when called, especially during the busy seasons such as spring calving and vaccinating time. It is extremely foolish to lose an animal when perhaps a simple shot of penicillin or a sulfa tablet would save it.

A good many diseases are beyond the scope of a rancher's knowledge and experience, but a great many ills can be cured with the careful use of today's many wonder drugs and good care.

Many druggists, especially in small towns, specialize in handling all types of livestock medicine. They also have the latest information on the new drugs available. Pharmaceutical houses have been keeping in stride with the needs of the livestock industry and each year brings out new products especially prepared for use by vets and ranchers.

Always be sure to read instructions carefully on all medicines and follow directions closely. Symptoms should be recognizable before you use your own judgement as to treatment. Most cattlemen have come in contact with ailments such as bloat, constipation, pneumonia, pinkeye, mastitis, scours and footrot. By closely observing a vet you can easily learn to vaccinate and do many other simple jobs of doctoring.

A word of caution should come here to keep ranchers from indiscriminate use of all these new drugs. For example, repeated and unneeded doses of penicillin can create a resistance to the shots so great that when it is necessary to use it, the animal will not respond to treatment. On the other hand, one shot of penicillin usually needs to be followed by more. In most cases if a rancher will use dosage as recommended according to the weight of the animal being treated he will not need to worry about over-dosage. A large animal will need more medicine than a small one.

Aureomycin or Penstrepoin ointment (both for udder infusion) is excellent treatment for Mastitis. For Metritis (infection of the uterus) use Aureomycin or Sulmet Oblets. Keratitis (pink-eye) has several helps including Aureomycin ointment, Sulmet tinted emulsion or pinkeye powder spray. Footrot in the beginning stages has been cured with Sulmet, Aureomycin or Penicillin. Severe cases should be referred to a vet. Calf scours can be checked with Aureomycin or Sulmet. Pneumonia responds best to penicillin but early stages of the disease can be cured effectively with Sulmet solution injectable and Aureomycin Chlortetracycline. Diphtheria, if caught in early stages, will respond to treatment of Sulmet or penicillin.

Here again, the vet should be called in advanced cases and a quarantine should be strictly observed to prevent infecting other animals. Treating each newly born calf's navel with tincture of iodine will help prevent navel infection. It is extremely hard to cure this calf killer even with penicillin after it has a good start.

At the present time, penicillin is more economical to use in treating those diseases and infections that respond to it than the sulfa drugs. Sulfa powder applied to castration wounds at time of castration is generally effective in preventing infection. Mild bloat can be handled with mineral oil. It is not advisable to try "sticking" an animal . . . leave this delicate and dangerous operation to a vet. Constipation can often be handled by drenching with Epsom salts solution.

Sterilizing instruments is quite important, especially a syringe. When vaccinating a number of animals, for example, with blackleg vaccine, it is advisable to have a small jar of alcohol and absorbent cotton for swabbing the site of injection and for dipping the needle. When using penicillin, sterilize your entire syringe by covering with water in a kettle and bringing to a brisk boil. The use of glycerine on the plungers of vaccinating syringes and in the water used for boiling glass syringes, will aid in keeping them in good condition.

If a cowman is planning on vaccinating his own herd for blackleg and malignant edema, he would be wise to use a vaccine that will give protection for both diseases. Many stockmen have thought they were the same disease, but this is not so. Actually it is extremely difficult to determine between the two diseases, but vaccination for one is not effective for the other and it is wise to vaccinate for both.

Today many ranchers vaccinate twice yearly, spring and fall, for control of hemorrhagic septicemia. Spring or branding time vaccination protects young calves from "shipping fever" and lung involvements. In fall it is advisable to immunize those same calves before weaning time arrives.

Good health is very necessary in beef type animals. You can bolster your herd and increase its value by using good health practices. Clean drinking water and clean corrals are important.

Special care of sick animals, such as good shelter, plenty of clean bedding, high quality hay and a little grain will often do as much to aid recovery as the medicine they are given.

As a rancher gains experience in treating sickness in his herd he should be able to recognize trouble that is beyond his ability to treat successfully. When this occurs give your veterinarian a chance to treat the animal while it is still strong and able to respond to treatment. No one can save an animal that is too far gone.

Here is the equipment a rancher should always have on hand for emergencies:

One set of calf pullers. Do not use fence stretchers; they often cause damage to both calf and mother. Get regular calf pullers.

One balling gun (used for administering capsules to animals orally.)

One glass syringe for single shots (such as penicillin.)

One large, metal, glass barreled syringe (if you plan on doing your own vaccinating.)

One livestock thermometer (fever generally indicates infection.)

Absorbent cotton.

One pair of curved scissors.

One set of flesh needles, thread and gut (for sewing.)

One pair of hemostats (for picking up blood vessels and handling flesh needles.)

Medical supplies come next, and the amount will depend on the distance you live from your supply.

Two gallons of mineral oil (for bloat.)

Five pounds of Epsom salts.

Large bottle of tincture of iodine.

Pinkeye spray, powder or salve.

Several bottles of penicillin.

Sulfa tablets in both cow and calf sizes.

Large bottle of sulfa powder.



This little fellow will show benefits of owner-care.

The Market Picture

THE DILEMMA OF LOW LIVESTOCK PRICES in a general high economy showed little signs of clearing up by late February, as average fat cattle prices stood close to a 10-year low.

The only gleam of light in the near future was that continued excessive receipts of fat cattle might run their course eventually. Based upon available numbers reported on feed throughout the country, which averaged only slightly above a year ago, marketings can hardly be expected to continue through the spring and summer months at such current high rates.

Weekly inspected cattle slaughter was running 6 to 10 per cent above a year ago. Furthermore, feeding to heavier weights was producing another 5 to 6 per cent more tonnage of beef per head for public consumption.

In some areas, such as Nebraska and Colorado, marketings of fed cattle continued fully as large as a year ago, with some reductions of 18 to 25 per cent in some weeks running sharply above last year. This was in spite of reported reductions of 18 to 25 per cent in numbers on feed. Even in the eastern Corn Belt, where numbers on feed are above a year ago, the rate of selling has been out of proportion.

The reduced number of cows in the current kill in recent weeks also emphasizes heavy liquidation of fed cattle.

Further declines of 50 cents to \$1 in fed cattle prices were frequent through the list the past month, with some heifers and heavy steers off as much as \$1.50.

A select demand for prime beef was the only note of stability in the picture. Discouraged feeders were becoming less inclined to feed to the prime grade. Thus, the supply of prime dwindled to where a dependable outlet was reported, with a definite premium of \$2 to \$3 or more being paid on the hoof. In fact, Chicago reached an extreme top of \$25.50, highest since early December. Only a select few were able to reach \$22 to \$23.50 for prime steers.

On the other hand, the bulk of good and choice fed steers had to sell at \$15 to \$19 throughout the country, emphasizing a widening out of the price spread at a time of year when normally the opposite begins to develop.

Dairy type steers of utility and commercial grade, selling at \$12 to \$13.50 were unusually close to cow prices, further pointing out the lack of narrowing spread in fat cattle as the spring season approached. In fact, grainfed cows of high utility and commercial grade were almost in the same price bracket as these lower quality steers. This indicates the unusual pattern

where cow prices are holding up well with a year ago, while average fat cattle prices stand \$5 to \$6 under last year, with high choice and prime cattle as much as \$8 to \$10 under.

The unusually large supply of heavy steers continued to be a drug on the market and frequently \$1 to \$2 discounts were seen on steers above 1,150 pounds and especially those weighing above 1,200 pounds. At many markets, light steers under 1,150 pounds finished just to the bottom of the choice grade were seen to bring \$18 to \$19, while similar grade 1,200 to 1,350-pound steers had to go at \$16.50 to \$17.50. With a definite preferred demand for lightweight carcasses under 700 pounds, it would seem that heifers would find a broad outlet. Nevertheless, heifers took the full decline of recent weeks, along

with heavy steers. Good and choice heifers sold from \$14.50 to \$18, many well-finished heifers having to sell from \$16.50 to \$17.50, with only a small volume of high choice and prime able to reach \$19 to \$21.

Widespread moisture the past month gave promise of improved prospects for grazing the coming season. Some areas in the southern Plains had the largest amounts of moisture in many years.

Thus, liquidation of cows has been extremely light in recent weeks, with a sizable number apparently changing hands for breeding rather than for slaughter. Packer competition has consequently been broad and firm prices have prevailed. Beef cows of utility grade have brought \$10 to \$11.50, with cannery and cutters \$8 to \$10, high-

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For example: On March 1, 1955, the Digest advised cattlemen to sell finished cattle on any price bulge. Cattle prices advanced slightly in March. During April they dropped about \$3.00. In May they dropped an additional \$2 and by July 2 they dropped another \$1. This was a total drop of \$6. Subscribers who followed the Digest advice avoided this substantial loss.

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DOANE AGRICULTURAL DIGEST

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yielding cutters as high as \$11. Stock cows for replacement purposes have changed hands at \$85 to \$110 per head, with cow and calf pairs at \$100 to \$135 per set, some young cows with calves at side \$150.

With prospects improved for grass, demand appears strong for calves and yearlings of light weight for grazing this spring. Despite the poor condition of the fat cattle market, good and choice light yearling steers and calves have been contracted in moderate numbers at \$18 to \$19, a few sales as high as \$20 or better, some calves in small bunches as high as \$22. Similar heifers have been tied up at \$15.50 to \$17 for spring delivery, a few heifers up to \$18.

Heavier feeder steers have not been a popular item and a sizable number of good and choice have sold at \$15 to \$16.50 for immediate delivery in the southern Plains, these generally weighing from 800 to 1,000 pounds. Lighter weights have been hard to find, although a few loads weighing around 575 to 650 have brought \$17 to \$18.50, immediate delivery. While a few loads of good and choice steer calves have brought \$19 to \$20.75, immediate delivery, weighing 450 to 525, some light steer calves scaling around 300 have reached \$22 to \$22.50, with the heifer end \$17 to \$18.50. Apparently the cost per head on these light calves has been the prime consideration, rather than the price per hundredweight.—C.W.

What's Keeping Land Prices Up?

ALTHOUGH LAND VALUES TEND to rise and fall with farm income and other indicators of business conditions, they never rise so high or drop so low as earnings for a year or two seem to justify, says Agricultural Situation.

World War II sparked a steady rise in land values which were also boosted by Korea to put these values at a peak 23 per cent above the previous peak in 1920. As farm income started to decline in late 1952, land values also slipped—but not so much.

Then, says this USDA publication, a unique situation developed. Land values began to rise, continuing through 1955, even though farm income was declining.

In explanation of this, the government economists conclude that several new factors are operating to offset expected effects of lower income:

1. Farmers have continued to bid strongly for land to enlarge their farms. Caught between lower prices and rising costs, they find mechanization is one way of reducing production costs per unit. Often, more land is needed to make more efficient use of machinery.

2. Credit for farm purchases has become more readily available. Several major lenders reduced interest rates

and raised appraised values for loan purposes in 1954.

3. The booming nonfarm economy and prospects for continued population growth have indirectly helped to hold land prices up, leading many to believe a farm is still a sound long-term investment. Noting the rapid increase in population and the fixed supply of land, many are inclined to minimize the current less favorable relationship between income and land price when they bid for land.

The magazine warns "too much reliance should not be placed on an increasing population to bring about a scarcity value of land. The potential of our farm plant, and technical advances in prospect the next 20 years, seem capable of meeting increased food and fiber needs."

"More efficient production of farm products and returns to agriculture comparable with other sectors of the economy, may be more important problems in the years ahead than 'food enough.' The real basis for land values in the future, as in the past, must be their long-term potentiality for farm earnings."

AROUND THE STATES

Constitutionality of the 1955 Arkansas law requiring sheriffs and the state police to impound livestock running at large on public highways was upheld by the state Supreme Court.

* * *

A pending Arizona legislative proposal calls for statewide inspection of meat in intrastate commerce. The measure would appropriate \$70,000 to get the program going, then it would be financed on a 50-50 basis by industry and state.

* * *

A bill to amend Nevada's brand law was among measures recommended by Governor Russell. The proposal would require inspection when cattle are consigned to slaughter or ownership is transferred, although the cattle may remain in the same brand inspection district. Present law calls for inspection when cattle are moved from one district to another.

* * *

A legislative research staff studying Arkansas branding found that although the state had had a compulsory branding law since 1837 it doesn't require sales brokers to keep records. The group found the law hasn't been enforced generally for 50 years "and has never been changed." It requires every person who has cattle, hogs, sheep or goats to have one brand and one earmark different from those of his neighbors which must be recorded. In rebranding and remarking two witnesses are required.

* * *

A bill introduced in the Kentucky legislature would make it illegal to label as kosher any meat or other foods which do not meet the orthodox Jewish standards.

* * *

MORE NEW ORLEANS SHOTS

At top, coffee break for E. G. Hayward, Cimarron, N. M. (left) and N. H. Dekle, Plaquemine, La., the convention arrangements co-chairmen.



Below: R. J. Hawes of Twin Falls, Ida. and Dan Clark of Ashton, Ida., on a similar "mission."



Just a few of the "quick takes" at the National's 59th annual convention.

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Collins Talks Of Long-Range View

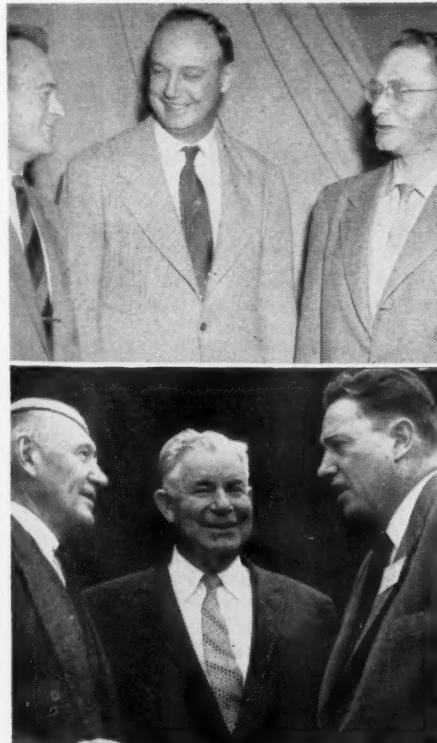
The "long-range picture" for live-stock should hold little pessimism for ranchers, Don C. Collins, president of the American National, declared at the second annual convention of the Tennessee Livestock Association in mid-February.

The slowing of the upward spiral of cattle numbers, a leveling-off of cattle feeding activities and the rapid marketing of backed-up heavy steers and hogs, although causing immediate difficulties, all contribute to a more solid tone for the future, Mr. Collins declared.

"Prices for all types of livestock are expected to show some improvement later this year," he said. "The improvement does not appear to be much, but at least we are not looking down a bottomless pit."

The Kit Carson, Colo., rancher emphasized that government programs for the purchase of beef and pork for military, school and foreign aid purposes are "for use only" and are effective because they avoid "stockpiles of meat held over the market to hold back recovery, as surpluses are doing to other phases of agriculture."

He saluted meat promotion as being a



New officers of the Arizona Cattle Growers. Top (l. to r.) Ernest Chilson, Winslow, president; Bud Webb, Phoenix, first vice-president; Earl Platt, St. Johns, second vice-president.

Bottom: Lewis Douglas, Sonoita rancher, president of Southern Arizona Bank & Trust Company, former director of the budget and U. S. ambassador to Great Britain; the state's governor, Ernest McFarland; Steve Bixby, Globe, retiring association president.

valuable factor in maintaining high demand for the record supplies of meat in recent months.

"With our demand slowly catching up with supply and with our warehouses comparatively empty, the pipelines to the consumer are open," he said. "With this condition, our efforts at promotion and toward more economical production can bring excellent results."

The Tennessee association last year became the 26th state group to affiliate in the American National.

Oklahoma Marks Good Year

THE OKLAHOMA Cattlemen's Association held its annual meeting Feb. 3 at Oklahoma City, to mark a ninefold expansion in membership in its four years of existence. The rolls now total more than 4,000.

To succeed J. B. Smith of Pawhuska, the members elected J. K. "Jim" Haley of Mountain View to the presidency. D. C. "Denny" Fitzgerald of Ardmore was named vice-president, and regional vice-posts went to Claude Wallace, Atoka; Ralph Barby, Knowles; Clarke Moore, Nowata; Lucius W. Long, Jr., Lawton. Mrs. Long, who has served as head of the CowBelles, was succeeded in that position by Mrs. C. V. Word, Arnett.

Alex Dreier, nationally known news commentator, was the featured speaker at the annual dinner.

In their resolutions, the Oklahomans favored a plan for slaughtering 300-400-pound heifers as a means of reducing cattle production. They also urged the government to purchase heifers through incentive payments whenever cattle prices drop 10 per cent under the 10-year averages; buying would stop upon return of prices to normal.

Some 200 cattle people attended the meeting.

Louisiana Opposes Controls On Meat

THREE HUNDRED CATTLEMEN registered for the 26th annual meeting of the Louisiana Cattlemen's Association at Shreveport, Feb. 16-17. Seventy-five CowBelles attended the fifth annual meeting of their state organization at the same time.

Re-elected to lead the association for another year were R. Watkins Greene, president, and five second vice-presidents: Weldon Doucette, C. S. Schultz, W. H. Abington, Lee Berwick and Jared S. Pratt. The new first vice-president is W. I. Brian of Alexandria. A. P. Parham was re-elected secretary-treasurer, and Baton Rouge was given the nod as the 1957 convention city.

The Louisianians led off their resolutions with a plea to Agriculture Secretary Benson that he continue to oppose all efforts to place controls and sub-

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sides on cattle; raised their annual dues to \$3 and voted to employ a full-time secretary. They endorsed a program of meat promotion; called for state legislature cooperation to insure financing of brucellosis eradication work, and favored requirement of health certificates on all bulls sold for breeding purposes in public sales. The state livestock sanitary board and the U. S. Bureau of Animal Industry were commended for their programs in behalf of the livestock industry. Secretary Benson's efforts on the Bang's eradication program in the state were also commended.

The cattlemen urged full service of sentences by cattle thieves; asked that cattlemen of the state be provided at once with current, local livestock market quotations and trends. The state legislature was urged to provide necessary funds for cattlemen to take advantage of the 1954 federal Watershed Protection and Flood Prevention Act.

The cattlemen voted to work toward making possible needed research in beef cattle and swine and sheep; recommended purchase of Savings Bonds.

Alabamans Ask More Research

MONTGOMERY was the scene recently for the 13th annual meeting of the Alabama Cattlemen's Association, which featured an address by Don Collins, new president of the American National Cattlemen's Association. The state group, with affiliates in all 67 Alabama counties, reported a peak membership of more than 4,500.

Additional speakers at the meeting included Wheeler McMillen of Farm Journal, Philadelphia; C. W. McMillan of Swift & Company; A. R. Ring of the National Live Stock and Meat Board.

The Alabama resolutions opposed toll roads; called for increased personnel and operating funds on the state's programs of research in breeding, feeding, management and diseases; urged members to use calfhood vaccination against brucellosis, with 1960 the eradication goal; asked for repeal of all ad valorem taxes in Alabama on livestock.



Here are 1956 officers of the Alabama Cattlemen's Association. (L. to r.) E. H. (Ham) Wilson, executive secretary; Mortimer Jordan, first vice-president; Carl Thomas, president; J. L. Adams, second vice-president; Arthur Tonsmire, treasurer.

They wanted the present Packers & Stockyards Act rewritten or amended to provide "adequate, realistic and non-discriminatory control of livestock marketing agencies." They opposed expenditure of public money for compulsory testing for Bang's disease on cattle not shipped interstate; endorsed the soil bank proposal, with proper safeguards; favored an American National proposal for studying federal beef grading and related problems; urged passage of an accelerated federal-aid-to-highways act this year.

The government's beef purchase program received endorsement, as did the work being done in beef promotion; screwworm eradication work was commended. The American National's stand on limiting importations of Mexican cattle was commended. A recommendation was made for continuing and strengthening present farm credit legislation, particularly for cattle loans.

Utah Assn. Changes Its Name

The 37 - year - old Utah Cattle and Horse Growers' Association has a new name. It is now the Utah Cattlemen's Association as a result of convention action in Salt Lake City in mid-February.

More than 300 stockmen also increased the association's dues structure from 3 to 5 cents per head and voted to set future convention dates in late November or early December.

Resolutions included opposition to reduction of grazing on forest lands until all other methods for improving the range have failed; requests for improvement in handling of state school lands; authorization of association officers to work toward a fund-raising program for state and national beef council activities, and a request that imports of cattle from Canada and Mexico be halted during the current situation.

Tabled was a resolution condemning the soil bank because of the danger that national cattle production would be increased.

Re-elected were T. Ray Theurer, Providence, president; Alonzo Hopkin, Woodruff, and Hugh Colton, Vernal, vice-presidents; and E. S. Crawford, Salt Lake City, secretary. J. Errol Hicken of Heber was convention chairman.

Among speakers for the two-day program were Utah Congressman Henry A. Dixon; Governor J. Bracken Lee; Lyle Liggett, American National; Nelson Crow, publisher, Western Livestock Journal; Blaine Liljenquist, Western States Meat Packers' Association, and W. C. Haase, Swift and Company.



Utah Cattlemen's Association officers for 1956 include (l. to r.) E. S. Crawford, Salt Lake City, secretary; T. Ray Theurer, Providence, president; Alonzo Hopkin, Woodruff, first vice-president.

ASSN. NOTES

An impressive list of speakers has been named for appearance at the 42nd annual convention of the New Mexico Cattle Growers in Albuquerque, Mar. 25-27. It includes Don Collins, president of the American National Cattlemen's Association; Dr. Earl Butz, assistant secretary of agriculture; Dr. Roger Corbett, president of New Mexico A&M College. Sherwood Culberson of Lordsburg is head of the organization.

Other meetings scheduled in conjunction with the cattle growers' clavade include the state Hereford association, Angus association, cattle sanitary board.

All officers of the Coastal Cattle Association have been re-elected in annual meeting. They include A. H. Heiner, Sr., president; George Bauer, first vice-president; W. P. H. McFadin, Jr., second vice-president; Howard Stagg, secretary; Paul Bullington, treasurer.

The North Dakota Stockmen's Association reports a total of 781,203 cattle inspected for brands at sales rings and terminal markets in the year 1955. In 1954, 440,667 head were inspected, making a total of 340,536 more inspections in 1955.

Madison Parish Cattlemen's Association members at Tallulah, La., elected Warren Patrick president, B. G. Ham-

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mond vice-president and Max McDonald secretary, all of Tallulah. Speakers included Russell Thorp, American National fieldman.

In its 53rd annual convention, the New Mexico Wool Growers Association has re-elected Floyd W. Lee of San Mateo president for the 29th consecutive term. The woolmen in their resolutions endorsed the farm program of Agriculture Secretary Benson. John Breckenridge of Twin Falls, Ida., head of the National Wool Growers, was the keynote speaker at the meeting.

JUNIOR LETTERS

DEAR JUNIORS,

It was a nice honor to be elected secretary of the Junior Cattlemen and I hope I can do as well as those before me.

I am a student this year at Black Hills Teachers College, Spearfish, S. D.

We've just started to have a little break in the cold and we all hope it will hold for a while. We've had a pretty cold winter this year. Everyone will be glad when spring arrives.

Wish more of the Juniors could have been in New Orleans for the convention; we had a great time. Perhaps more of us can make it to Phoenix next year.

When any of you have news that would be of interest to the rest of us Juniors, I would like to have you write me at Belvidere, S. D. The best way to keep our organization alive and interesting is through correspondence. Any ideas we come up with, we can pass on to others. I hope to hear from some of you.—**Beverly Berry, Secretary.**

ARIZONA JUNIORS

Young people gathered at Tucson, Ariz. for the recent convention of the Arizona Junior Cattle Growers heard a report from Nebraskan Messersmith on the National convention at New Orleans in January; he stressed im-

portance of junior attendance at all meetings in the role of future seniors. He told also something of the activities of his state's juniors, and of the perpetual trophy that will go to the state junior group with the greatest number of members in attendance at the National conventions beginning in 1957.

The Arizona Juniors donated \$100 to the Boys' Ranch of their state. One of their main projects this year is a feature page in the Arizona Cattlelog.

At the meeting, presided over by Joe Lane of Tucson, the following new officers were elected: C. B. Lane, Tucson, president; Everett Bowman, Safford, vice-president; Georgia Haught, Globe, secretary; Patsy Larson, Seligman, treasurer. Named delegates to the National convention were Patsy Larson and John King, Tucson.—**Georgia Haught, Secy.**

BRUCELLOSIS REPORT

The National Brucellosis Committee, meeting Feb. 16 in Chicago, heard Dr. A. K. Kuttler of the USDA's Agricultural Marketing Service present a progress report on eradication in the U. S. The country as a whole shows 17,128,877 cattle tested in the program last year, compared with 10,198,460 in 1954; 429,228 reactors were found and 362,999 slaughtered in 1955, as against 249,667 found and 143,685 slaughtered the year before; 81,909 herds and 434 counties were certified as compared with 58,381 herds and 350 counties in 1954. Similar figures were shown for each of the states participating in the program.

The American Veterinary Medical Association estimates that about 2½ per cent of all cattle in this country are still infected with brucellosis—but this represents a substantial decline since 1934, when about 11 per cent were infected.

The Senate has passed and sent to the House a brucellosis bill (H.R.8320) extending the program two years and increasing funds for eradication.

ARIZONA CATTLE FEEDERS NAME CHAS. WETZLER

Charles Wetzler of Phoenix was named chairman of the Central Arizona Cattle Feeders Association at the group's 22nd annual meeting early in February in Phoenix. Mr. Wetzler, a member of the American National's feeder committee, succeeded Robert E. Crowder, Jr., also of Phoenix.

The association voted to collect voluntary contributions for the new Arizona Beef Council and it urged the USDA to increase its buying of beef for military, school lunch and foreign aid uses.

Among the speakers were Harry Farr, prominent Greeley, Colo., feeder; Dean Brown and Herbert Lytle, officers of the California Cattle Feeder's Association; Miss Jeanne Waite of the National Beef Council, and Lyle Liggett of the American National.



Central Arizona Cattle Feeders Association officers. (L. to r.) Charles Wetzler, Phoenix, new chairman; Mrs. Peggy Drumm, Phoenix, secretary; Robert E. Crowder, Phoenix, outgoing chairman.

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LADIES' CHOICE



Through a Ranch House Window

By Dorothy McDonald

TWO LETTERS THAT arrived recently made me decide to say something about beef promotion this month . . . after all, what could be closer to our hearts and more important in this spring of '56, when conditions in our industry are what they are? What could be more important than new ideas for additional uses of beef products?

The first letter, from our "Beef Cookery" chairman, Marian Guthrie, had this to say:

"Our Tulare County CowBelles are working on a quantity recipe project and cooking demonstration to be given in March for the cafeteria personnel in our schools. To our amazement, in some of our schools *very little* beef is served in the school lunches and the emphasis in the past has been on meat-stretching dishes. Mrs. Stanley Moore is chairman of this quantity recipe committee."

I do not know Mrs. Moore's address, though I have written to Mrs. Guthrie for it and hope to publish it next month, but it seems to me that is a worth-while project that all CowBelle groups might like to make a major project in 1956. How about the schools, the hospitals, the public institutions in your locality? Since all nutritionists now stress the value of high-protein diets, don't you think you could materially increase the use of beef in these quarters if your organization would compile a good collection of economical quantity recipes featuring this super-protein food? They could be presented "with the compliments of the CowBelles" to cooks and dietitians in institutions . . . quantity cooking demonstrations could be arranged . . . it seems to me that here is an idea that could have as many ramifications as the recipe card idea.

What do you think?

Oddly enough, when the second letter arrived, I was already searching through my files for some high-protein, low-calorie sweets made principally of dried skim milk. (Guess because I have been "watching my diet" the past few months, I was hungry for sweets and it occurred to me that many people in this diet-conscious land of ours must feel the same.)

This second letter is from Ed Coles, secretary of the Oregon Cattlemen's Association, and I'm printing it here. It's self-explanatory and seems to be another beef promotion idea that all CowBelles should plan to work on. In the meantime, since this sweetmeat, or "meat sweet" is not yet on the market, here is one of my recipes that will take the edge off your candy-hunger. It's really *very* good. And next month I'll

give you another that is a special favorite with the small fry in our family—one I, too, can enjoy without feeling I'm adding unduly to my middle-aged spread.

LOW-CALORIE CANDY

$\frac{1}{3}$ cup fresh whole milk
1 cup sugar
2 tbsp. butter or margarine
1 tsp. vanilla
1 cup dried skim milk
1 cup nut meats
 $\frac{1}{4}$ tsp. salt

METHOD: Place fresh milk, sugar, butter and salt in saucepan, stir until sugar is dissolved, using medium heat. Boil 2 minutes, counting time from when bubbles cover the surface. Remove from fire and cool. Add vanilla and skim milk solids, stir until smooth. Add nuts and beat until creamy. Turn out into buttered and wax paper lined square

pan. Let stand overnight before it will be ready to cut. Wrap candy in aluminum foil or pliofilm to keep it creamy—if you don't eat it all up too soon.

VARIATIONS:

1. Add coconut or chopped dried fruit instead of nuts.
2. Substitute orange juice for liquid milk and use 1 tsp. grated orange rind instead of the vanilla.
3. Use sour cream and brown sugar instead of fresh milk and white sugar. Leave out butter and add pecans. (This is my favorite!)
4. Use 4 tbsp. peanut butter instead of butter, add $\frac{1}{2}$ cup broken peanuts and raisins instead of vanilla and other nuts.

And so . . . until Mr. Coles' product is on the market . . . I hope you will enjoy these. Good eating . . . and good evening . . . to you all. D.L.McD.

New Candy Uses Beef

The newest beef product in this protein-conscious era is "beef candy." Made with a delicious marshmallow base, the candy is composed of 25 per cent beef by weight. The beef is combined with equal amounts of coconut and toasted to a crisp, nut-like crunchiness, then added to the marshmallow base and dipped in chocolate.

Inventor of the new product is Ed Coles, secretary of the Oregon Cattlemen's Association. While watching the price of cattle go lower and lower, Ed kept wondering if there wasn't some way to sell beef through a vending machine.

While raiding the refrigerator one night, he noticed some leftover roast beef and decided to do some experimenting. The first candy consisted of Jello, ground roast beef, powdered sugar and corn syrup. While not marketable in this form, the confection showed enough promise to continue experimenting.

All future batches were made with dried beef ground with coconut and dried to a point of complete dehydration. Almost any type of candy may be used as a base, chocolate fudge and penuche for example.

The response from local citizens of Prineville, Ore., was so favorable when sample pieces were handed out, that patent proceedings were started at once.

At present, Oregon State College is running keeping quality tests on the candy. Special orders have been given for beef with all sinew and fat removed before drying. It will be several months before the product will be ready to market, as Mr. Coles wishes to have it perfected before offering any for sale.

It is felt that the "beef candy" has tremendous possibilities since it offers long-lasting protein combined with quick-energy-producing sugar. Teenagers would especially benefit from more protein and less sugar in snacks. One might also say that it is really a "man's" candy as it is admirably suited for laboring men. All travelers will also want to keep a supply on hand for those long stretches between restaurants.

"Sweet meats" or "meat sweets" offer a brand new field for folks with a "sweet" tooth but who shouldn't indulge in sweets because of an overweight factor. The beef "sweets" also should provide essential vitamins, minerals and nourishment reported lacking in many teenagers' diets.

The new beef candy should appeal to all who like an occasional sweet. The beef candy promises to be slenderizing and energizing as well as nutritious and delicious.

For a real meat treat, look forward to a beef "sweet" this fall when the new beef candy is put on the market.

Thirteen months ago we introduced our "neighbor," Mrs. Fred Dressler, as the gracious and unruffled hostess who did so much to make the Reno meeting a memorable one for all who attended. Now we're happy to present her again as president of the National CowBelles, our leader for 1956. As we said before, Anna Dressler is one of those fortunate people who seems to get so much done with the least possible effort—or so it seems. That calm efficiency should serve her well this busy year, and make her term of office as successful for the CowBelles as those who have preceded her.



Mrs. Dressler

In addition to her duties as a ranch wife on the Dressler ranch in the Carson Valley, Nev., Anna Dressler has for years kept the records for the purebred stock and shared with her husband the many problems of the business. They have raised two fine children, who are grown and gone, and the Dresslers now have four grandchildren.

Anna Dressler is a charter member of both the American National and the California CowBelles. In 1953 she served on the National nominating committee and in 1954 was its chairman. She was chairman and hostess of the 1955 National convention, and first vice-president of the National CowBelles that year.

Now, as our leader, we will get to know Mrs. Dressler even better in 1956. It is an experience we will enjoy.

Mrs. Roy G. Bankofier is our secretary-treasurer and all of us will become better acquainted with this charming lady in 1956. Those of us who were at the Reno convention will remember her as the gracious co-hostess with Mrs. Dressler.

Loriamae Bankofier was born in Susanville, Calif., daughter of parents who were both from agricultural families. She attended school in California and Nevada and graduated from high school in 1930 from the Convent of the Holy Names in Oakland. She attended the University of California for two years and then transferred to the University of Nevada where she was affiliated with Kappa Alpha Theta sorority.

In June 1933 she married Roy G. Bankofier and for the next six years she and Roy lived in Lund, Gardnerville and Elko, Nev., where Mr. Bankofier was an athletic coach and teacher of vocational agriculture. They then purchased ranching interests near Reno and in 1953 moved to Fernley where they now reside.

The Bankofiers' oldest child, Richard, married and the father of two children, works with his dad on the ranches. Glenda, their daughter, is now a senior in high school.

"Chunky," as her friends call her, has been very active in civic affairs. She served on the Community Chest board of directors, the Red Cross board of directors, and the executive board of directors of the University of Nevada



Mrs. Bankofier



Arizona CowBelles: Top, (l. to r.) Mrs. Ernest Browning, Willcox, new first vice-president; Mrs. Spencer Shattuck, Bisbee, retiring secretary. Bottom, Mrs. Loyce Wariner, Yuma, new secretary; Mrs. Peter Bartmus, Sr., Kingman, new second vice-president; Mrs. Joe Clinton, Hereford, retiring president; Mrs. Harry Knight, Yuma, new president; Mrs. Bill King, Tucson, third vice-president. (Richard Schaus photo.)

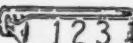


Complete with set of figures 1 to 10, bottle of ink and full instructions, all for \$5.25, postpaid.

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Made from quality materials, expertly tailored, all sizes. Prompt service. Write for circular and prices.



EAR TAGS

Several kinds to select from. Write for prices.

NECK CHAINS

1. Bright silvery finish chain.
2. Solid brass number plates.
3. Key ring fasteners
4. Priced reasonable.

Illustrating neck chains, ear tags, marking devices, syringes, veterinary instruments, brushes, combs, clippers, horn and hoof tools, remedies and hundreds of items for the stock raiser.

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Assemblies consist of:

1. Latch Handle Guide
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CowBelles Everywhere

At National convention. Lower right, a group of CowBelles from Nebraska.

Alumni Association. After several years on the alumni board she was elected the first woman ever to serve as president of this group.

"With her many outside activities," her husband says, "Chunky has at no time slighted her duties as a mother and housewife. Through her guidance and leadership the Bankofiers have always been a very happy and healthy family."

American National CowBelle Chimes

Vol. 4, No. 3

March, 1956

President—Mrs. Fred H. Dressler, Gardnerville, Nev.

Vice-Presidents—Mrs. M. E. Trego, Sutherland, Nebr.; Mrs. L. R. Houck, Gettysburg, S. D.; Mrs. N. H. Deckle, Brusly, La.

Secretary-Treasurer—Mrs. Roy Bankofier, Fernley, Nev.

Editor—Mrs. Dorothy McDonald, 7905 Pala St., San Diego 14, Calif.

A MESSAGE FROM YOUR COWBELLE PRESIDENT

I have been asked about the makeup of our general council, so thought perhaps I should make it clear that each state president is a member of this general council. There is an affiliation fee as set up in our bylaws; this fee is a symbol of good will and cooperation with the association.

By working together, we can tighten the bonds between organizations. The biggest moral support we can have is to have an active membership in county, state and National associations, to have good attendance at our meetings and for all of us to be ready to serve on committees—and I have found cattle-men's wives carry on in good and bad times. A good example is the wonderful results obtained on our "Beef for Father's Day" program last year, headed by Mrs. Leavitt Booth of Colorado, Mrs. Jim Owens of California and Miss

THEY CAME FROM MANY OF THESE STATES

Ilda May Hayes of Oregon. We owe that committee a vote of thanks!

This year we have Mrs. Jack Wadlow, Whitewater, Colo. heading the beef promotion committee, with the following ladies to assist her: Mrs. R. J. Hawes, Twin Falls, Ida.; Mrs. M. H. Williams, Provo, Utah; Mrs. Sylvan Friedman, Brusly, La.; Mrs. Lee Perkins, Richmond, Kan. I feel sure they will come up with some good beef promotion ideas. You will be hearing from them soon. CowBelles can have no better slogan than "Assist our American National Cattlemen in Beef Promotion," so get behind this committee and give all the support you can. I know you will.

Don't forget the American National CowBelles' Cookbook. Keep copies of it out in the open where people can see them. It is a grand beef promotion idea, so let's keep right on working to get these books into the larger metropolitan areas. Mrs. John Guthrie and her committee have done a bang-up job with these books.

We want to welcome the new state organizations who have affiliated with us—Georgia, Ohio and Oklahoma CowBelles. They will bring us fresh viewpoints and we will benefit by their cooperation. A hearty welcome to all three!

Mrs. Fred H. Dressler,
President

* * *

"Beef Cookery" Report

Mrs. Clyde Carlisle of Porterville will continue as my co-chairman in 1956,



with the assistance of Mrs. Dave Robinson of Coleharbor, N. D. and Mrs. Fred Wojahn of Sentinel Butte, N. D.

Balance carried forward from 1954	\$ 3,215.66
Total sales in 1955	20,355.71

Expenses	23,571.37
	18,568.14

Balance on hand	5,003.23
"Beef Cookery" account	2,859.55

Book distribution was as follows:	
No. of book printed (2 editions)	21,249
No. of books on hand	3,778

Total books distributed to Jan. 1st, 1956	17,471
Marian Guthrie,	
Chairman	

* * *

Membership

Mrs. Dressler has appointed me National membership chairman, and I would very much appreciate it if all state presidents would ask their secretaries to give me a list of their local groups—I am anxious to find out the number of local or county organizations in each state. It should be interesting and helpful to the National to know how many of these smaller group there are in the country, and also more about what they are doing.

I am wondering if it wouldn't be a good idea for the state and local groups to talk more about our National CowBelles? If several ladies in each state were prepared to give talks, and let it be known that they are available, I'm sure they would be called on many times. The Commercial Club in Suth-

erland has asked me to appear at one of its meetings and explain the activities of the National CowBelles; this gave me the idea that business people would be more interested in our affairs, and in our beef promotion program, if we would appear in person and let them know what we are doing in behalf of the cattle industry. Who knows, it may also boost our membership!

I am hoping that at all state conventions this year someone will be at the registration desk to take National as well as state dues. In union there is strength . . . so let's unite.

**Thelma Trego,
Chairman**

* * *

A REMINDER:

With most states having their annual conventions in these first months of 1956, I am most anxious to keep the roster of present officers up-to-date. Will all state presidents instruct their secretaries to send a list of this year's officers and committees to me as soon as possible after the annual meetings? I would also appreciate a report on the convention, the group's activities in 1955 and plans for 1956, and pictures of interest if at all possible.

**Dorothy McDonald,
Editor**

**HERE AND THERE
WITH THE COWBELLES**

Kansas CowBelles are asking members to bring their most interesting "beef experience"—funny or serious— anecdotes to share with each other at their state convention Mar. 8 to 10 in Wichita. They hope that by discussing their 1955 experiences they may come up with some new ideas on selling and popularizing beef this year.

* * *

On February 29 the Columbine Belles (Colo.) enjoyed their annual beef breakfast in Fruita. The group also attended a meat cooking demonstration by the National Live Stock and Meat Board on Feb. 7 at the Mesa College Food Laboratory, each member inviting a friend from a city or town to the demonstration.

* * *

State President Mrs. Robert Burghart

addressed the Lincoln County (Colo.) CowBelles at their recent meeting in Hugo. She reported on the work done by the state group and emphasized the necessity of increasing CowBelle membership. Mrs. Al Atchison, beef promotion chairman, reported on the state group's booth during National Western Stock Show week. A committee was appointed to direct sale of the beef promotion place mats and to handle the local "Beef for Father's Day" campaign. (It's none too soon for other groups to be making plans—Father's Day is only three months away.—ED.)

* * *

Tulare County (Calif.) CowBelles met in Woodville recently. They heard the report of Marian Guthrie and Velma Gill on the New Orleans meeting and learned that California had the second largest number of delegates at the National convention. Mrs. Sue Moore reported on the beef promotion for school lunches and the cooking school demonstration planned for school cafeteria personnel. The group voted to continue sponsorship of a student who is attending Santa Barbara College. Plans were made for the annual CowBelle dance on Apr. 7 in Porterville. The March meeting will be held in Orosi.

* * *

OKLA. COWBELLES CONVENE

Oklahoma CowBelles met in Oklahoma City on Feb. 3. After a morning coffee hour hosted by the Chicksaha Cotton Oil Co., the business meeting was called to order by Mrs. L. W. Long, Jr. Reports were made on beef promotion ideas presented at the New Orleans meeting, and on the Cowboy Hall of Fame. Mr. Lloyd Wright's Easter hat revue was enjoyed by all present. At the close of the morning meeting the CowBelles joined the Cattlemen for luncheon.

Officers elected for this year include: President, Mrs. C. V. Word, Arnett; first vice-president, Mrs. J. B. Smith, Pawhuska; second vice-president, Mrs. Claude Wallace, Akota; third vice-president, Mrs. M. A. Jeffery, El Reno.

Chairman of the "Beef for Father's Day" committee, Mrs. L. W. Long, Jr.

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1956 Utah CowBelle officers. (L. to r.) Mrs. Hugh Colton, Vernal, vice-president; Mrs. Elmer Swenson, Spanish Fork, president; Mrs. Clyde King, Boulder, and Mrs. Reuben Meeks, Bicknell, vice-presidents. The secretary is chosen later by the president.

March, 1956

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You Get MORE WEAR

11-oz. Lee Cowboy Denim is tough.

You Get PERMANENT FIT

Sanforized, they stay your size.

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**Western Cowboy Pants
and Jackets**

**THE H. D. LEE COMPANY
Kansas City, Missouri**

An Agricultural Marketing Service report shows that production of "prepared" frozen meat dishes rose from 55 million pounds in 1954 to 91 million in 1955.

WHEATLAND RANCH

**Aberdeen-Angus Breeding Stock
For Sale**

James B. Hollinger Chapman, Kan.

Meers; Chairman of Junior Cowboy Hall of Fame, Mrs. Guy Shull, Box 107, Rt. 1, Elgin; Directors: District No. 1, Mrs. Fern King, Mrs. Floyd Stanley, Mrs. Tom Stout; District No. 2, Mrs. Ben Culver, Mrs. Jack Faulkner, Mrs. Amos Ward; District No. 3, Mrs. Lloyd Church, Mrs. Grace Kelly, Mrs. R. D. Steward, Jr.; District No. 4, Mrs. Frank Fox, Mrs. Harold Davis; District No. 5, Mrs. Jack Jessup, Jr., Mrs. Jack White, Mrs. E. A. Fariss; District No. 6, Mrs. Claude Martin, Mrs. Clifford Lloyd, Mrs. J. J. Hamre; Directors at large: Mrs. J. K. Haley, Mrs. Jim Todd and the past president, Mrs. L. W. Long, Jr.

Performance Group Meets At Denver

More than 150 cattlemen, scientists and government officials of the United States and Canada met in Denver late in February for the first annual convention of the American Beef Cattle Performance Registry Association, which was established last year to encourage measuring and keeping records of performance and production of beef cattle.

Colby Conkwright, Hereford, Texas, the association's first president, conducted the two-day session which offered the first full-scale review of activities in performance testing. Participants from 20 states and Canada expressed encouragement that testing and record programs are being more widely accepted and that emphasis is being placed on the improvement of quality as well as gainability.

Speakers included Dr. E. J. Warwick, head of the cattle research section, USDA, Beltsville, Md.; Robert W. Lazar, manager, Wyoming Hereford Ranch, Cheyenne; Charles Coddling, Jr., commercial cattleman of Foraker, Okla.; James B. Mosher, cattle feeder

of Prophetstown, Ill., Charles E. Bell, Jr., chief of the Extension Service's animal industries branch, Washington, D. C., and J. P. Smith, PanTech Farms, Panhandle, Texas.

College and extension specialists on the program included W. E. Flint, New Mexico; L. A. Maddox, Jr., and Dr. J. C. Miller, Texas, and Clyde M. Reed, Oklahoma.

Dr. R. T. Clark of the USDA's Beef Cattle Breeding Research unit at Denver was convention chairman.

New officers chosen were: President, Clyde Bradford, Happy, Tex.; president-elect, Max Blau, Follett, Tex.; first vice-president, Chas. Coddling, Foraker, Okla. Dr. M. R. Calliham, Canyon, Tex., is secretary.

Western Packers Meet

Some 2,500 persons from nine western states attended the 10th annual convention of the Western States Meat Packers Association in San Francisco last month, where they re-elected E. Floyd Forebest of San Francisco to his 11th year as president and general manager; Henry J. Kruse, Seattle, board chairman; Leland Jacobsmuhlen, Cornelius, Ore. and Matt Brown, Great Falls, Mont., vice-presidents.

Agriculture Secretary Benson was the convention's headline speaker. The packers were optimistic over the 1956 outlook for their industry in view of two major factors: the large supply of meat in prospect this year, and the vigorous promotional programs being undertaken to stimulate consumption of meat.

One of the speakers at the meeting was John O. Vaughn, head of the Oklahoma Packing Company at Oklahoma, who told the beef committee that housewives favor the time saving and convenience of frozen meats, which are rapidly gaining in popularity. From

the industry point of view, he declared, frozen meats will produce a more orderly marketing of livestock for the producer and should eliminate overtime work in packinghouses. (Recently released statistics show new supermarkets are devoting 14 per cent more space to self-service meats, with the frozen food area upped 41 per cent.)

Dr. M. E. Ensminger, chairman of the department of animal husbandry at Washington State College, reported results of a two-year research program dealing with the problem of blending surplus animal fats in commercial feeds to fatten cattle. He said it has been proved that fat added to a concentrated ration at the level of 5 per cent is practical. Other speakers said if animal fats could supplant 10 per cent of the grain ration, the industry's tallow and grease surplus problem would vanish.

Beef Council News

Ohio Beef Council, Inc., has obtained a non-profit corporation charter. The purpose of the group is to promote beef production and consumption in the state. Don Leith, Pleasantville, was elected president . . . Plans are afoot in New York to form a state beef council to affiliate with the National Beef Council . . . The Nebraska Beef Council reports recent distribution of 10,000 Scotchlite beef stickers for auto bumpers and rear windows. . . . The Florida Beef Council has started active promotion work through an advertising agency through publicity in newspapers, radio and television, schools, stores and other means.

IOWA GOVERNOR PROPOSES MEAT BOOST PLAN

Governors of 23 states were asked by Governor Hoegh of Iowa to join in a \$10-million-a-year meat promotion campaign which would be financed by a farmer checkoff system. The Iowa governor said that "ultimately a law should be enacted by Congress fixing the uniform checkoff of all livestock sold for slaughter, effective when the majority of producers favor it." He made his proposal in letters to governors of beef, pork and lamb producing states.

CONDITIONAL O'KAY

We have had several letters referring to the "Hearty Endorsement" by the American National Cattlemen's Association "of the soil bank" plan to switch cropland to grass. Actually, the American National at New Orleans accepted the soil bank plan as giving promise of working down the huge subsidy-induced surplus crops, but with the provisal that grazing would not be permitted on the new grass. The Association's legislative committee and Secy. Hall have been in Washington to urge this provision.



Following the National Convention in New Orleans, a group of Far West members of the association enjoyed a few days of sun and sea as guests of the Prince George Hotel in Nassau, Bahamas. Left to right: Mr. and Mrs. Clyde Carlisle, Porterville, Calif.; Mr. and Mrs. Wilbur Dennis, Ducor, Calif.; Mr. and Mrs. John Guthrie, White River, Calif.; Mr. and Mrs. Ralph Gill, Porterville; Mrs. Fred H. Dressler, Gardnerville, Nev., new president of the National CowBelles, and Mrs. Bernadine Longquist, Porterville.

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To THE
EDITOR
(Cont. fr.
P. 4)

have happened to the export wheat market. I can't raise any wheat now because the law won't allow it.)

I don't feel that I can pay taxes for buying and storing more surplus corn, wheat and cotton. I realize that this is an excellent program, but till I can get my expenses and sales in better balance, I'd rather not be taxed for it. This also goes for many of the good agricultural programs that pay for clearing, leveling, fertilizing and draining land that are so valuable for increasing production . . . or any such programs that are conceived in the future. I don't know where Congress can raise money for these programs, and we certainly can't have the hundreds of thousands employed in administering these programs lose their jobs—but I don't feel that I am in a position at the present time to support them.

I would prefer that my congressman-to-be wouldn't press me to buy government bonds (under the guise of patriotism) to build more huge irrigation projects. I realize the value of these irrigation projects for increasing agricultural production, putting men to work, keeping the demand for materials high—but I wouldn't know where I could scrape together \$1,000 to bring even one acre under irrigation. My congressman-to-be will find my vote if he eliminates my taxes. But I think I would benefit too, if he helped reduce taxes on businesses that work for me—those from whom I buy my supplies and those who process my cattle into meat. Greater profits for them, I believe, would encourage modernizing, expansion, new competition, which would stimulate demand for my products by lowering the price to the consumer. Wherever the tax is taken out along the line, I will eventually feel the pinch in my pocket, whether the tax is on the steel industry, petroleum, transportation or other.—**Arthur D. Miles**, Park County, Mont.

CHANGES NEEDED—We need to change so many things to relieve the small operator from double taxation and to change our marketing methods. Why not give our surpluses to countries where there are shortages and famine, and use the money we are now paying out for storage costs and interest to deliver foodstuffs where most needed?

God bless you, and may He help our association to help all cattle and livestock producers throughout the nation.—**Fred J. Walters**, Malheur County, Ore.

Sixteen million pounds of pork were bought late February under the special purchase program to help expand consumption of pork, which brings the total to 137,177,450 pounds bought since last November, says USDA.

QUICK LOOKS

Federally inspected slaughter of cattle in January was 11.6 per cent higher than in January 1955. Steer slaughter was up 25 per cent and made up 52.8 per cent of the total slaughter as against 47.2 per cent the previous January.

Cow and heifer slaughter was 95.5 per cent of last January's kill for this class and this January it was 45.5 per cent of total slaughter as against 51 last year. Heifers were up 10 per cent and were 15.3 per cent of the total. In January 1955 heifers made up 15.5 per cent of the total. Cow slaughter was down to 95 per cent of last year's January kill. Cows in January 1956 made up 30.2% of the total; last year 35.5 per cent.

Calf slaughter was up 7 per cent; hogs were up 21.5 per cent; sheep up 8.7 per cent.

A Brucellosis bill (HR 8320) has been passed by the Senate and sent to the

House. It extends the Bang's program two years, with increased eradication funds . . . The Agricultural Research Service reports 17 million cattle were tested in the eradication program in 1955 compared with 10 million in 1954.

Shipments of cattle and calves into the Corn Belt during January—249,000 head—fell 15 per cent below last year's record-shattering January feedlot placements of 294,000. However, it was still 20-29 per cent above January in shipments of 1954, 1953 and 1951 and about 77 per cent above low shipments in January 1952 and 1950.

From a Cozad, Neb., item we learn that the town's residents lost their pork selling contest to Audubon, Ia., in a campaign to promote pork and were to pay off with a dinner for 75 persons. The dinner was to feature a beef menu, however. Residents of both towns said they simply got tired of eating pork day in, day out during the campaign.



Among many feeders at the American National convention were (l. to r. in top picture) Charles Wetzer, Phoenix, Ariz.; Dean Brown, Santa Maria, Calif.; Reese Van Vranken, Climax, Mich.



Center snap: (L. to r.) Brooks Keogh, North Dakota association head, Keene; Angus Kennedy and Raymond Schnell, respectively of Watford City and Dickinson, N. D.



At bottom: Julian Terrett, Brandenberg, Mont.; W. B. Spear, Kirby, Mont.; G. R. "Jack" Milburn, the National's first vice-president, Grassrange, Mont.; G. M. Kerr, Bureau of Land Management, Washington, D. C.

Farm Census Sidelights

"Farm Population Estimates for '55", a report just released by the Agricultural Marketing Service, shows among other things that during the period 1950-55 approximately 579,000 babies were born each year to women living on farms and that about 193,000 farm people died during each of these years. Also, during this period, about 1,564,000 persons left farms for non-farm areas annually. This loss through outmigration was partly offset, however, by about 597,000 on the average, who moved to farm residences each year. Thus, the farm population changed between 1950 and 1955 as the result of the net addition of about 386,000 persons annually through excess of births over deaths, and a net annual loss by movement to and from farms of nearly 1 million persons.



March of Dimes Poster Boy, five-year-old Tommy Woodward of Baltimore, Md., holding a prime rib roast from the Angus steer donated to the March of Dimes by the Dutchess County (New York) Angus breeders. The 1,000 pound steer was slaughtered, packaged and frozen ready for the oven. A donation to the March of Dimes entitled each contributor to a chance of winning this entire amount of quality beef. Donations totaled \$4,064.

FARNAM TRAK-TOR Sprayers

Powered by NYRO "Nylon Roller" Pump! Plenty of pressure and volume for any and all spraying jobs.

As Low As \$69.50 COMPLETE!

UP TO 350 POUNDS PRESSURE

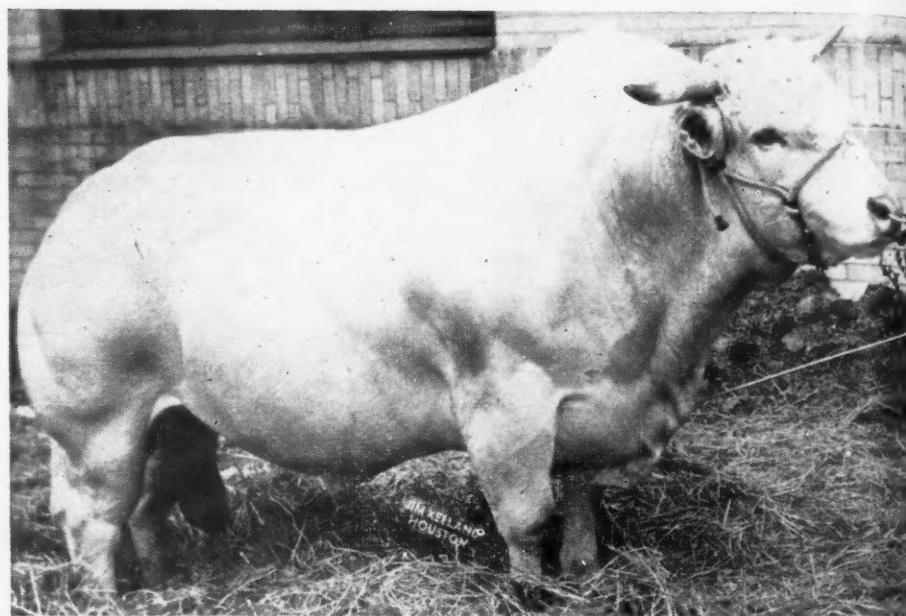
Volume - 4 1/2 Gals. Per Minute At Normal PTO Speed!

BETTER BUILT Sprayers with all brass fittings, neoprene spray hose, "leak-proof" ferruled hose connections! Complete with controls, gauges, hose, fittings, and connections. Quality-built throughout, yet priced for less!

WRITE FOR Catalog showing variety of Trak-Tor Sprayers! High pressure "gun-type" sprayers for live-stock, orchards, buildings. "Wide-Jet" field & crop sprayers. Also All-Purpose sprayers that handle any and every spray job. ALL at new low prices! write —

FARNAM CO. Dept. 3 OMAHA, NEBR.

U. S. CHARBRAY - BIG, NEW



THE CHARBRAY, becoming well known in this country among breeders of beef cattle, is a cross between the Charollaise and the Brahman. The Charollaise, originated in the province of Charolles in central France, is claimed to be the most important of the French breeds. The Brahman is the oldest and most numerous of breeds, with more than half of the world's cattle either Brahman or possessing some Brahman blood.

Charbray are produced from Charollaise bulls and Brahman cows and must have at least $\frac{1}{8}$ Brahman and not more than $\frac{1}{4}$ Brahman to qualify for registration, the other percentage being Charollaise. In this cross, the best qualities of each breed are retained.

Born a light tan, the young usually bleach out to a light, creamy white in a few weeks. They grow rapidly, putting on 100 pounds a month on good grass under best conditions. All Charbray have horns. Because they are skin breathers, they are tick-free. The combined breeds produce a beef type animal that is an excellent grazer, say its boosters—a fast breeder, easy to handle.

Grown cows weigh from 1,700 to 2,200 pounds; grown bulls from 2,500 to 3,200 pounds. They dress out 60 to 65 per cent high grade marbled beef, the muscles well penetrated with fat to yield tenderness and flavor.

The Charbray is reported to breed true to form and color; the cows have good milking qualities and produce vigorous, fast growing calves. Ten years' experience have shown the animals cross well with all breeds.

Charbray are thriving in Oregon, northern California, the Imperial Valley of that state; New Mexico; northern and southern Arizona; Nebraska; Ar-

kansas; Pennsylvania; Oklahoma; Florida; Texas, and South America. They are now being registered by the American Charbray Breeders Association of Houston, formed to register and preserve the breed. The association reports Charbray calves bring from $2\frac{1}{2}$ to 3 cents more a pound than some of the other breeds at weaning time, and will weigh from 90 to 125 pounds more than other beef breeds.

Charbray have been crossed with Herefords and Angus to good advantage. The second generation of the Charbray-Angus cross are "skin breathers."

GOOD-WILL BUILDER

Farm City Week in 1955, in which the American National and affiliated organizations were leading participants, has been given the Distinguished Service Award by the Freedoms Foundation in recognition of outstanding achievement in building good-will between urban and rural dwellers.

Cattle associations are also expected to be active leaders in observance of the Farm-City program this year which will be climaxed by a special week Nov. 16-22.

FORESTS PAY \$63 MILLION

In the July 1-Dec. 31 period of 1955, Forest Service field offices reported receipts of \$63,476,238 from sale of timber, grazing fees and special land-use permits on national forests—about \$21 million more than for the same six months of 1954. On June 30, 1956 25 per cent of the national forest receipts will be turned over to the states of origin, and at the end of the calendar year 25 per cent of the receipts from land utilization projects will go to the counties in which the land is situated.

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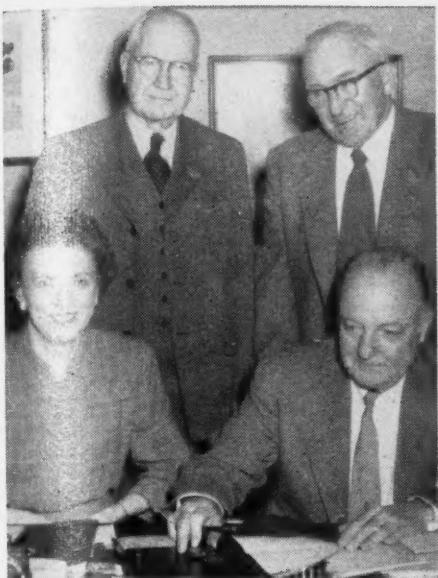
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1956 officers of the American Short-horn Breeders Association: Standing (l. to r.), W. Henry Dilatush, Memphis, Tenn., vice-president; Allan C. Atlasson, re-elected secretary; Miss Emily Krahm, re-elected assistant secretary, and Herschel H. Allen, Baltimore, Md., president, both sitting.

COWBELLES OFFER PRIZE IN CALIFORNIA SHOW

For the first time, best-of-breed championships will be awarded to 4-H and FFA exhibitors at the 1956 Grand National Junior Livestock Exposition, Mar. 24-28 in San Francisco.

Announcement was also made of a new scholarship offering. The California CowBelles will present a \$100 scholarship to the girl exhibiting the best beef over the course of one year. The California Polled Hereford Association also offers \$100 to be divided among all Polled Hereford steers grading USDA prime.

SAN ANTONIO WINNERS

Grand champion steer of the 1956 San Antonio Livestock Exposition was a 1,095-pound Hereford belonging to Margaret Ann Nunley, 14-year-old from Coleman, Tex.

In the Santa Gertrudis division of the show, honors went to Dick Shelton & Son of Tilden, Tex. for the grand champion female, reserve champion bull and eight blue ribbons. Grand champion bull was shown by T. N. Mauritz & Son, Ganado, Tex.

About 150 Herefords competed in the San Antonio breeding show with championship bull honors awarded to Turner & Thornton, Boerne, Tex., and the top female spot going to a senior calf shown by O. H. McAlister, Rhome, Tex.

SOUTHWESTERN SHOW STAGED

The 60th annual Southwestern Exposition and Fat Stock Show, ending on Feb. 5 at Fort Worth, featured 8,000 entries in all from 32 states; total prize moneys in all departments of \$188,000 and new buildings and new features.

BULLS

FOR SALE AT PRIVATE TREATY

FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin
Meeker, Colo.

WE HAVE: 26 yearling bulls,
30 bred two's, etc. **ALSO:** 75 yearling bulls,
60 heifers

F. E. MESSERSMITH & SONS, Alliance, Nebr.

"Our Herefords build the beef where the highest priced cuts of meat grow."

CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

ABERDEEN-ANGUS CATTLE

Purebred and
Commercial

GRASS RANGE N BAR RANCH

MONTANA

The grand champion steer, an Angus owned by C. E. Yoder & Sons, Muscatine, Ia., brought \$6,000. The reserve champion, a Hereford owned by Jane Holloway, 11, of Taylor County, brought \$5,500.

In the breeding show, 315 Herefords were shown from all over the nation,

with champion bull honors going to an animal shown by Straus-Medina Ranch, San Antonio. Female division top honors went to O. H. McAlister, Rhome, Tex.

In the Santa Gertrudis judging, T. N. Mauritz & Son of Ganado, Tex. showed the grand champion bull and female.



Hereford steers that swept the grand and reserve championships over all breeds in the junior division, Southwestern Exposition and Fat Stock Show in Fort Worth. On the left is Jumbo, the 940-pound grand champion, with Jane Holloway, Wylie, Tex., owner. In the center is Don Good, Manhattan, Kans., judge. Lile Lewter, Brownwood, Tex., (r.) holds his reserve champion, Bunny. (American Hereford Association photo.)

LASATER EXPANDS HOLDINGS: CLOSES OUT IN TEXAS

The Lasater Ranch near Matheson, about 55 miles northeast of Colorado Springs, Colo., has been expanded to 24,000 acres with purchase of a 6,600-acre ranch adjoining the Lasater property. The Lasater Ranch operation at Falfurrias, Tex. will be closed out July 1, announces Tom Lasater, with the Beefmaster breeding herd there being transferred to Matheson, where all breeding will be carried on exclusively in future. Also announced: the ranch is working on a project to make frozen semen from top Beefmaster herd sires available throughout the country.

RED BLUFF SALE RESULTS

California's Red Bluff bull sale last month showed a total of 321 bulls selling for \$146,145—a \$455.38 average. Peterson Bros. of Elko, Nev. and Ogden, Utah consigned the champion Hereford bull which was sold later to Daggett & Hayes Ranch, Joseph, Ore. for \$2,450. Reserve championship honors went to Double M Hereford Ranch of Stanfield and Adams, Ore., which brought \$1,200 from a California buyer. High price tag of the sale was pinned on a Crowe Hereford Ranch entry which went on a bid of \$3,650. Herb Chandler of Baker, Ore. sold another animal at \$2,650.

CHARBRAY BREEDERS MEET

In annual meeting at Houston last month, the American Charbray Breeders Association elected officers and heard a report of progress. Named to head the group were A. M. Askew, Houston, president; Ralph W. Hutchins, Raymondville, Tex., vice-president; Mrs. Quinta Arrigo, Houston, secretary.

In 1955 the breed association registered 601 animals—an increase of 556 over the 45 registered in 1945. Total number of Charbray registered to the end of the year was 646. The office

made 1,193 transfers in 1955, a 68 percent increase over the 710 of 1954. A membership report shows 162 members, with the breed being raised in more than half the states, in Hawaii and in five foreign countries.

AMERICAN BUYS SCOTCH ANGUS

A cattlemen from Wisconsin has paid \$48,000 for the grand champion Aberdeen-Angus bull at the Perth Show and Sale in Scotland. The price, an all-time record at the event, was paid by L. L. O'Bryan, owner of Lakewood Farm, Mukwonago, Wis. Three of four champion bulls of the show were bought by Americans.

Averages set in the Perth Angus sale included 556 bulls for a figure of \$1,692.47; 116 females at \$788, and an average of \$1,538.63 on 682 head—compared with 732 head at \$1,724.34 in 1955.

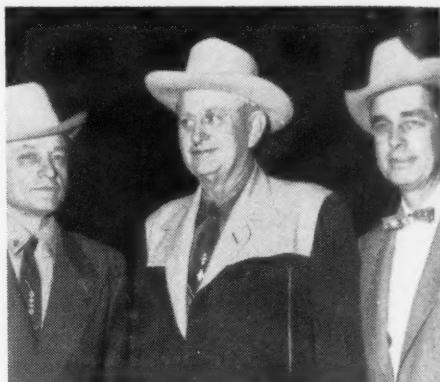
HEREFORD CONGRESS IN APRIL

Purpose of the American Hereford Congress, to be held this year on April 4-6 at Tucson, Ariz., under joint sponsorship of the national organization and the Arizona Hereford Association, is to discuss problems, practices and procedures in production of beef cattle. Papers to be read will be pertinent to the industry generally. Agriculture Secretary Benson is expected to deliver the main address on the first day of the event, to which all interested persons in this and other countries are invited. Lyle Liggett, director of information of the American National Cattlemen's Association, is scheduled as a program panelist.

FFA JUDGES TO COMPETE

The fourth annual \$20,000 livestock judging contest sponsored by Chas. Pfizer & Co. will be held this year at Kansas City, Mo. just prior to the American Royal Livestock Show. The past three years, the contest has taken place

in Chicago during the International exposition. Gathered for their annual meeting in Kansas City will be Future Farmers of America from all the states and Hawaii. Top prize to each state winner will be \$100 each plus the expense-paid trip to compete in the finals; there will also be follow-up prizes in the states. The grand winner nationally will receive \$2,000 in prize money; second \$1,000; third \$500; fourth \$300.



Recently re-elected officers of the American Brahman Breeders Association. (L. to r.) J. T. White of Hearne, Tex., president; L. S. Harris, Kissimmee, Fla., first vice-president; Harry P. Gayden, Houston, Tex., executive secretary. The election took place at the association's 32nd anniversary membership meeting in Houston last month.

Directory of Breed Groups

BEEF CATTLE

American Aberdeen-Angus Breeders' Ass'n, 9 Dexter Park Ave., Chicago 9, Ill. Frank Richards, sec'y. 186,316 registrations.

American Brahman Breeders' Ass'n, 1208 Louisiana St., Houston 2, Tex. Harry P. Gayden, exec. sec'y. 16,546 reg.

American Brangus Breeders' Ass'n, 109½ S. Wilson, Vinita, Okla. Jesse L. Dowdy, exec. sec'y. 5,790 reg.

American Charbray Breeders Ass'n, 841 1st Nat'l Bank Bldg., Houston, Tex. Mrs. Quinta Arrigo, sec'y. 1,108 reg.

American Charolais Breeders Ass'n, 841 1st Nat'l Bank Bldg., Houston, Tex. Mrs. Quinta Arrigo, sec'y. 1,108 reg.

American Devon Cattle Club, Agawam, Mass. Kenneth Hinshaw, sec'y. 560 reg.

American Galloway Breeders' Ass'n, South Fork, Mo. Chas. Wells, sec'y. 382 reg.

American Belted Galloway Cattle Breeders' Ass'n, South Fork, Mo. Chas C. Wells, sec'y. 20 reg.

American Hereford Ass'n, Hereford Drive, Kans City 5, Mo. Paul Swaffar, sec'y. 522,639 reg.

American Polled Hereford Ass'n, 1110 Grand Ave., Kansas City 6, Mo. D. W. Chittenden, exec. sec'y. 101,084 reg.

Red Angus Association of America, Rt. 2, Sheridan, Wyo. Mrs. Waldo E. Forbes, sec'y. 495 inspected.

Santa Gertrudis Breeders International P. O. Box 1373, Kingsville, Tex. R. P. Marshall, exec. sec'y. 10,571 classified.

American Scotch Highland Breeders' Ass'n, Belvidere, S. D. Lyndall Berry, sec'y. 319 reg.

American Shorthorn Breeders' Ass'n, 7 Dexter Park Ave., Chicago 9, Ill. Allan C. Atlason, sec'y. 35,108 reg.

Polled Shorthorn Society of the American Shorthorn Breeders' Ass'n, 7 Dexter Park Ave., Chicago 9, Ill. Emily Krahn, ass't sec'y. 13,855 reg.

DUAL-PURPOSE

American Kerry & Dexter Club, 707 W. Walter St., Decorah, Ia. Mrs. Daisy Moore, sec'y. 49 reg.

American Milking Shorthorn Society, 313 So. Glenstone, Springfield 4, Mo. W. E. Dixon, sec'y. 22,121 reg.

Red Poll Cattle Club of America, 3275 Holdege St., Lincoln 3, Neb. Louis E. Stephenson, sec'y. 3,443 reg.



The International grand champion Shorthorn bull, Leveldale Critic, winner of more top awards than any other bull on the season's show circuit. He is owned by Mathers Brothers, Mason City, Ill., and pictured with (l. to r.) Mr. and Mrs. Gene Mathers, Mrs. L. E. Mathers, Harold Thieman, Concordia, Mo., former president of the American Shorthorn Breeders, presenting trophy to L. E. Mathers at the recent International show.

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Representing the National Beef Council, C. T. "Tad" Sanders (right), Billings, Mont., secretary-treasurer, presents Dave Garroway with a "scroll of membership" admitting him to the BEEFEATER'S CLUB, the Council's social organization that fosters "good fellowship and hearty beef eating." His costume is derived from the traditional Beefeaters Corps of Great Britain, established in the days of King Henry VIII. Appearing with Mr. Sanders on NBC's television program, "TODAY," is Forest Noel (center), of Lewistown, Mont., executive director of the Beef Council.



Winning Ad In Producer

A page advertisement carried recently in the Producer was awarded "Ad of the Year" in the annual contest of the Denver Advertising Club. The winning ad of the O. M. Franklin Serum Company featured recommendations for protecting calves from shipping fever. The ad was prepared by the Byrum Advertising Agency of Denver which has handled this work for the company for 30 years.

LIVESTOCK HEALTH

Cutter Laboratories, Berkeley, Lab.,

is the source of a new booklet on "Prevention and Control of Livestock Diseases." Cattle, horses, hogs, sheep and poultry are taken up in turn.

Personal Mention

Lloyd Case has been appointed director of the CSS grain division, to succeed Marvin L. McLain recently nominated to be assistant secretary of agriculture. Mr. Case has been associate director of the division since late 1954 and has long experience in grain production and marketing. Mr. McLain

THE STATE PRESIDENTS



Mr. Bankofier

Roy G. Bankofier, president of the Nevada Cattle Association, operates a winter set-up in Fernley, Nev., consisting of three separate ranches that he leases. Total acreage of the three is about 16,000, some in pasture and the remainder in hay.

The Fernley ranches are under Newlands Reclamation District—one of the oldest reclamation districts in the country. Mr. Bankofier has been living there since 1953. His summer country consists of two ranches, one just out of Reno and the other 35 miles northwest of Reno in what is known as Sierra Valley. This ranch, which he owns, is in California, and is in heart of the Sierra Mountains.

He runs Herefords and his cow herd is about 200 and then he buys weaner calves and grows them out as feeders. He runs around 650 head.

Drought is the big problem in Ne-

vada, and Mr. Bankofier hopes a solution might come from cloud seeding and up-stream storage.

Married 23 years, he is the father of two children. A son, Richard, is married and has two children. His daughter, Glenda, is a senior in high school. Mrs. Bankofier is the secretary-treasurer of the American National CowBelles. Richard lives with his family on one of the Fernley ranches and is working into partnership with his dad.

Mr. Bankofier served as city councilman in Reno for five years prior to moving to Fernley. In Reno he was also engaged in the meat packing and feeding business. From 1939 to 1941 he was secretary of the Nevada Farm Loan Association, representing the Federal Land Bank of Berkeley. Before moving to Reno he worked as a vocational agriculture teacher and athletic coach in Elko, Gardnerville and Lund high school in Nevada.

He is a graduate of the University of Nevada (1933) with a BA degree in agriculture and education. He was born of a livestock family in southern Oregon where his mother still has ranching interests.

served as division director from August 1953.

Dr. Howard W. Johnson has been named chief of the animal disease and parasite research branch of the USDA's Agricultural Research Service. He has served as acting chief since Sept. 1, 1955, when Dr. B. T. Simms, the former chief, was appointed director of livestock research for the ARS.

The executive secretary of the Virginia Beef Cattle Producers Association, Allen K. Randolph of Keene, last month received the G. F. Swift Founder's Award. The presentation was made during the organization's annual meeting at Natural Bridge; cited were Mr. Randolph's efforts in raising the association's membership from 142 in 1948 to more than 2,000 at this time, his service to all segments of the beef cattle industry in Virginia and his work as a staunch supporter of the industry generally.

Lynn H. Douglas: Mr. Douglas, retired Forest Service man well known to many stockmen in the Northwest and Rocky Mountain areas, succumbed Feb. 18 after a coronary thrombosis. His health had not been good for some time previous. He was 68, a native of Broken Bow, Nebr. and a graduate of Nebraska University in 1911. Starting with the Forest Service right after graduation, Mr. Douglas was stationed at Washington, D. C. for two years, and subsequently in Denver, where he was assistant regional forester, and at Portland, Ore., where he was chief of grazing. Mr. Douglas' nature stories have appeared numerous times in the PRODUCER the past few years.

Bill Seeger: This prominently known cattlemen of Leslie, Ark., passed away on Feb. 5.

Wilson McCarthy: The president of the Denver and Rio Grande Western Railroad passed away Feb. 12 in Salt Lake City after suffering a stroke in Washington. Mr. McCarthy had been president of the National Western Stock Show in Denver since 1941.

A. B. "Bert" Snyder: This widely known Nebraskan died Jan. 31 at his North Platte home. As a cowboy of the Old West, he bore the colorful name of Pinnacle Jake; his exploits were described in a book of that name written by Mrs. Harry Yost of Maxwell, a daughter. Mr. Snyder, who was ill a short time, would have been 84 on Feb. 2.

Mrs. Alice Barrett: The wife of Sen. Frank A. Barrett of Wyoming passed away last month at Washington after lengthy illness. She was, like her husband, a native of Omaha.

THE COVER

Taken in the February snow, our top picture this month shows Jack Far on his ranch east of Tabernash, Colo., 9,200 feet up and close to the reputed "icebox of the nation", spreading some hay for his Herefords. The shot was made by Wm. Mueller, Denver photographer.

Calendar

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19/20/21/22/23/24

Mar. 13-14—Texas & Southwestern Cattle Raisers Assn. convention, Ft. Worth.
 Mar. 22-23—Idaho Cattlemen's Assn. convention, Pocatello.
 Mar. 24-28—Grand National Junior L. S. Exposition, San Francisco.
 Mar. 25-27—42nd annual convention, New Mexico Cattle Growers, Albuquerque.
 Apr. 4-6—National Hereford Congress, Tucson.
 Apr. 7—California Cattle Feeders Assn. meeting, Fresno.
 Apr. 19-20—Nat'l Institute of Animal Agriculture, Purdue University, Lafayette, Ind.
 May 7-9—Oregon Cattlemen's Assn. convention, Bend.
 May 10-12—Washington Cattlemen's convention, Spokane.
 May 20-22—Montana Stockgrowers' convention, Billings.
 May 23-25—Colorado Cattlemen's Assn. convention, Colorado Springs.
 June 4-6—North Dakota Stockmen's Assn. convention, Minot.
 June 5-6—Wyoming Stock Growers' convention, Rawlins.
 June 7-9—65th convention, South Dakota Stock Growers, Deadwood.
 June 14-16—Nebraska Stock Growers Assn. convention, North Platte.
 June 25-27—National Livestock Brand Conference, Rapid City, S. D.

COLD STORAGE HOLDINGS

	(Thousands of pounds)			
	Jan.	Dec.	Jan.	5-Yr.
	1956	1956	1955	Avg.
Frozen Beef	199,125	195,042	165,681	202,238
Cured Beef	10,687	10,349	9,070	11,665
Total Pork	481,552	420,816	500,847	572,539
Lamb, Mutton	10,440	10,630	8,767	12,991
All Other Meat	850,526	776,687	838,166	938,825

CHICAGO LIVESTOCK PRICES

	Feb. 23, 1956	Feb. 24, 1955
Steers, Prime	\$19.50 - 25.00	\$29.00 - 34.50
Steers, Choice	16.25 - 22.25	23.50 - 31.00
Steers, Good	15.00 - 19.00	19.00 - 24.00
Cows, Comm.	11.25 - 12.50	12.75 - 14.50
Vealers, Ch.-Pr.	26.00 - 28.00	24.00 - 27.00
Vealers, Cm.-Gd.	16.00 - 26.00	15.00 - 24.00
F.&S. Strs., Gd.-Ch.	15.00 - 21.50	18.50 - 23.50
F.&S. Strs., Cm.-Md.	10.00 - 16.00	13.00 - 18.50
Hogs (180-240#)	11.00 - 12.75	15.75 - 16.75
Lambs, Gd.-Ch.	19.00 - 20.00	21.00 - 22.00
Ewes, Gd.-Ch.	7.00 - 8.50	7.00 - 9.25

WHOLESALE DRESSED MEATS

	(Chicago)	Feb. 23, 1956	Feb. 24, 1955
Beef, Prime	\$36.00 - 39.00	\$47.00 - 52.00	
Beef, Choice	31.00 - 35.50	40.00 - 44.00	
Beef, Good	26.50 - 30.00	35.00 - 36.00	
Beef, Comm.	25.50 - 28.50	31.00 - 33.00	
Veal, Prime	43.00 - 45.00	41.00 - 43.00	
Veal, Choice	34.00 - 42.00	35.00 - 40.00	
Veal, Good	29.00 - 37.50	30.00 - 38.00	
Lamb, Choice	32.00 - 39.00	37.00 - 42.00	
Lamb, Good	32.00 - 36.00	36.00 - 40.00	
Pork Loin, 8-12#	33.50 - 36.50	42.00 - 43.00	

NOT CONNECTED

A sales pitch to the effect that the American National Cattlemen's Association is sponsoring a book on the Colorado cattle industry and "your name has been picked for mention in it," has come to our attention. We should like to advise Colorado readers that the American National is not endorsing or sponsoring any such book.

"WHERE TO BUY" CLASSIFIED DEPARTMENT

Classified rates: 90 cents a line; lower rates for 3 and 6 insertions. Figure a line as 7 words.

RANCHES, FARMS

Good Ranches

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 Ranch Loans—Livestock
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2,800 ACRES FARMLAND Near Washington, D. C.

Well watered, strong, rolling grass and crop land in scenic and noted cattle and horse country of Northern Virginia. Two fine residences, excellent houses for manager and hands, ample barns and sheds. About an hour from the Nation's Capitol. Offered at \$225 an acre. John Allen Johnston, Realtor, at Leesburg, Virginia.

CALIFORNIA RANCHES, INVESTMENT PROPERTIES

Gracious living—personal satisfaction. Choice locations, conditions, terms. Counseling without obligation. R. D. Childers, Brkr., 215 W. 7th St., Rm. 830, Los Angeles 14, Calif.

FOR RANCHES, GROVES OR HOMES contact J. H. Holben, Realtor, Lake Wales, Fla.

LOOKING FOR A RANCH? For the best, see Bill Thach, So. Colo. Land & Livestock Co., P. O. 17, Walsenburg, Colo.

For South Florida Ranch, Farm or Grove properties, large or small, write to Robert L. Harris, P. O. Box 926, Fort Pierce, Fla. Registered Real Estate Broker and 20 years practical experience cattle and agriculture.

For Sale By Owner

Strawberry Hill Plantation consisting of 640 acres of highly improved pasture, fenced into 10 pastures, woven wire and good posts, 3 flowing wells, one four-acre lake stocked with fish, 2 tenant houses, one guest house, a beautiful ante-bellum home of nine rooms, and a big barn. U. S. Highway 43 divides the place halfway between Eutaw and Demopolis, Alabama, in the good black belt. If interested write Ralph W. Sellers at Boligee, Alabama.

FOR SALE 600 CHOICE ACRES OF RANCH LAND

in the pathway of growing city of Oakland. This ranch has 1 1/2 miles of road frontage for potential sub-division, a modern 7-room home and new barn and fencing. Price \$400.00 per acre.

EDWARD X. WEBER
 209 Post St., San Francisco
 Phone ORDway 3-3600

TULARE CO. CATTLE RANCH

160 Acres, 60 in permanent pasture, fenced into 3 fields with plenty natural pasture along creek bottom. Will easily run 150 head year round; plenty of water. Good 3 BR home, corrals, etc. Price \$80,000. Located 5 miles N. of Woodlake. See Mr. Saunders on the place or write I. C. Stearns, Star Rt. Box 14, Winnemucca, Nevada.

INDIAN RELICS

SELLING 50,000 INDIAN RELICS, arrowheads, tomahawks, axes, skulls, peace pipes, etc. List free. Lear's, Glenwood, Ark.

TANNING

We will tan anything from a mouse to a moose. Either with hair on, or various kinds of leather. Manufacturers gloves, garments, robes. Quick, efficient, reliable. Free price list. Valcauda Fur Co., National Bldg., Seattle Wash.

MISCELLANEOUS

Send 10c for lists either shotguns, rifles, handguns, ammunition or send 25c for all lists. FRAYSETH'S, Willmar, Minnesota.

Send raw wool to us and receive fine warm blankets. Free literature. West Texas Woolen Mills, 455 Main, Eldorado, Texas.

DO YOU find it difficult to secure information about sheep and sheep ranching methods? The Sheep and Goat Raiser reaches more sheepmen with more information on range sheep than any magazine published. Subscription rates: \$2.00—two years; \$5.00—five years. SHEEP & GOAT RAISER, Hotel Cactus Building, San Angelo, Texas.

AUCTION SCHOOLS

LEARN AUCTIONEERING. Free catalog. Reisch Auction School, Mason City, Iowa.

LEARN AUCTIONEERING! Term soon. Write for catalog. Missouri Auction School, Box 8425D5, Kansas City, Mo.

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with the latest developments in your field? Here's a group of magazines that specialize in a particular subject:

Livestock

American Cattle Producer, \$2; Arizona Stockman, \$1.50; Southern Livestock Journal, \$2; The Sheepman, \$2; Hog Breeder, \$2; Sheep Breeder, \$2; Gulf Coast Cattlemen, \$2; Mississippi Stockman Farmer, M., \$1.

Horses

Rider & Driver (horses, sport, pleasure), \$5; Eastern Breeder, \$2; Ranchman (Quarter-Horse), \$2.

Pigeons

American Pigeon Journal (Squab fancy), \$2.

Poultry

Cackle & Crow, \$1; Florida Poultry & Farm Journal, M., \$1.

Rabbits

American Rabbit Journal, \$1; California Rabbit News, M., \$1; California Rabbit Magazine, M., \$1; Rabbit Raiser, M., \$1; Angora Rabbit Magazine, M., \$1.

Rush your subscription today. Remit in any manner convenient to you.

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It is your inalienable right to follow your natural bent—unless it makes you crooked.

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